

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

VOL. XVI

No. 10

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M. C. POSTSCRIPTS

* Talbot Clendening's article on Quality Caramels on a Production Basis is probably the most thorough discussion of its kind published in recent years.

* Dr. Stroud Jordan discusses some of the vital factors in Soft Marshmallow production. He included reminders and information on this "most temperamental of all uncoated confections."

* Every manufacturer will find profitable reading in the study of Operating Costs for 1935 given in the tables prepared by Dun & Bradstreet's Statistical and Research Division.

* Howard E. Wheeler, Jr., has been personnel manager and associated with Heide's for 15 years. He is one of the leading figures in the industry on safety. His exchange of experiences given at the National Safety Congress contains many helpful suggestions.

* Ernst A. Spuehler again gives practical pointers on packaging problems of the candy manufacturer. This time it concerns printing the package or wrap.

* Ted Lax is a live-wire packaging man who has a keen sense of consumer reaction in regard to eye appeal. We asked him to write a series on the subject.

* Business conditions are the best since 1930. We find optimism and bigger sales reported throughout the trade.

* The next Quarterly Packaging Clinic for the candy industry will be held at the offices of THE MANUFACTURING CONFECTIONER in Chicago, October 23. All firms are invited to submit packages of any type for confidential criticism by the Board, without obligation.

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POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

For Immediate SALE!

MACHINERY & EQUIPMENT FORMERLY USED BY A **FAMOUS CANDY & CHOCOLATE CO.**

(Name Withheld)

LOCATED: IN NEW YORK CITY

Mogul & Centers

- 4000—Starch Trays, Standard Size.
- 1—Special Cordial Center Depositor.
- 1—National Equipment Wood Mogul with four pumps.
- 1—National Equipment No. 2 Depositor.
- 1—National Equipment No. 3 Depositor.
- 16—38" Steam Coil Revolving Pans, Burkhard.
- 4—38" Revolving Pans—no coils.
- 1—20" Revolving Pan.
- 2—Dayton Cream Beaters.
- 2—5 ft. Cream Beaters.
- 2—Wood Starch Bucks.
- 2—National Equipment Crystal Cooker and Coolers.
- 2—National Equipment 600 lb. Syrup Coolers.
- 1—Sugar Sander.
- 2—Burkhard 150 gals. Gum Single Action Kettles.
- 1—50 gal. Baum Cream Remelter.
- 2—80 gal. Steam Jacketed Kettles.
- 1—25 gal. Steam Jacketed Kettle.
- 1—80 gal. Steam Jacketed Mixing Kettle.
- 1—Jaccalucci Beater.
- 1—80 gal. Single Action Kettle.
- 4—40 gal. Burkhard Cream Breakers.
- 4—40 gal. Steam Jacketed Kettles.
- 1—10 gal. Steam Jacketed tilting Kettle.
- 4—10 gal. Steam Jacketed Kettles.
- 4—10 gal. Steam Jacketed Kettles, stationary type.
- 10—10 gal. Steam Jacketed Tilting Kettles.
- 2—3 x 8 Collum Coolers.
- 1—3 x 8 Collum Cooler.



- We have only a limited time to keep this machinery in its present location—so we are quoting special prices for quick sales direct from the floors of this plant.

- INSPECTION INVITED: Equipment still set up. Write or wire for appointment.

ALL OFFERINGS SUBJECT TO PRIOR SALE

Mogul & Centers

- 2—Schutz O'Neil Sugar Pulverizers.
- 1—Hobart Mixer with Motor.
- 1—Bon Bon Dipping Table.
- 1—Read Type A Beater.

Enrobers & Melters

- 2—Enrobers, motor driven, Bottomer and Tunnels.
- 1—NE 2,000 lb. Chocolate Melter.
- 2—Lehman 2,000 lb. Melters.
- 7—National Equipment 1,000 lb. Chocolate Melters.
- 1—1,000 lb. Lehman Chocolate Melter.
- 1—National Equipment 1,200 lb. Melter.
- 3—National Equipment 500 lb. Chocolate Melters.
- 1—Basket Dipping Machine.

Cocoa Machinery

- 1—Lehman Cocoa Powder Outhit.
- 1—Cocoa Can Filler.
- 1—Carey Press.
- 2—Lehman 10 Pot Cocoa Presses.
- 1—Combs Gyrator Sifter.
- 1—Lehman Cocoa Powder Melangeur.
- 1—Lehman Chocolate Bolter.

Chocolate Machinery

- 1—Bausman Liquor Disc.
- 4—Lehman 36" Triple Mills.
- 2—Lehman 32" Triple Mills.
- 2—Lehman 4 Pot Conges.
- 2—5 Roll National Equipment Refiners.
- 1—Lehman 1,000 lb. Jacketed Dough Mixer.
- 1—Lehman Grinder.

Chocolate Machinery

- 1—Lehman 5 Ft. Melangeur.
- 1—Chaser.
- 1—Carey Melangeur.
- 1—National Equipment 10 lb. Weighing Machine.
- 1—Lehman 2,000 lb. Melter.
- 1—Lehman Melangeur.
- 2—National Equipment Paste Moulding Machines.
- 1—1 bbl. Dough Mixer. Approx. 3,000 Chocolate Moulds (large).
- 50—Chocolate Trucks.
- 75—Chocolate Pans.

Cleaning & Roasting

- 4—Lehman 5 Bag Gas Roasters.
- 1—Lehman Cocoa Bean Cleaner.
- 1—Lehman 7 compartment Cracker and Fanner.
- 1—Lehman 5 compartment Cracker and Fanner.
- 1—Lehman Germ Separator.

Miscellaneous

- 1—Ferguson and Haas Wrapper.
- 1—Forgrove Bar Wrapper.
- 1—Bunn Tyer.
- 1—Paper Cutter.
- 1—4 x 5 Cooling Table.
- 50—Chocolate Transfer Trucks.
- 75—Chocolate Pans.
- 75—Steel Lockers.
- 25—Oak Desks and Chairs.
- 500—Factory Chairs.
- 3—Hydraulic and Factory Trucks.
- Office Equipment.
- Motors and Transmission.

UNION CONFECTIONERY MACHINERY CO., Inc.

318-322 LAFAYETTE ST., NEW YORK, N. Y.

OCTOBER * 1936						
SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER * 1936						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

The CANDY MAN'S CALENDAR

October—1936			November—1936		
10th Month			11th Month		
31 Days { 5 Saturdays			30 Days { 4 Saturdays		
{ 4 Sundays			{ 5 Sundays		
Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
		Planning Seasons: For Wholesale Mfrs.—Valentine. For Retail Mfrs. Christmas.			Planning Season for Wholesale Mfrs.—Valentine. For Retail Mfrs.—Christmas.
1	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†	1	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*
2	Fr	Falls Cities Confectioners Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*	2	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡
3	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡	3	Tu	National Elec'tion.
4	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*	4	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 North Broad St.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
5	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.‡	5	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†
5-7		Annual Conference National Industrial Advertisers' Assn., Benjamin Franklin Hotel, Philadelphia.	6	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*
7	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*	7	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡
9	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡	11	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.*
10	Sa	Kansas City Candy Club, Pickwick Hotel*	11-12		Annual Convention of the Package Machinery Manufacturers Institute, Inc., Edgewater Beach Hotel, Chicago.
12	M	Columbus Day.	13	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡
14	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.*	14	Sa	Kansas City Candy Club, Pickwick Hotel.*
15	Th	New York Candy Club, Inc., Park Central Hotel.*	16	M	Chicago Candy Club, Medinah, Chicago.‡
17	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡—Sweetest Day.	17	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
19	M	Chicago Candy Club, Medinah, Chicago.‡—Time to set up Hallowe'en displays.	18-20		National Foreign Trade Convention in Chicago.
20	Tu	Candy Executives and Asst'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*	19	Th	New York Candy Club, Inc., Park Central Hotel.*—
22	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*	21	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.‡
24	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*—Another month and it will be Thanksgiving.	25	W	One month to Christmas. Holiday boxes and novelties all ready to go on display.
26	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*	26	Th	Thanksgiving Day.—Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
31	Sa	Hallowe'en.	27	F	Eve'ybody happy?
		Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.	28	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.
			30	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.*
					Easter and St. Valentine novelties and boxes should be well advanced by now.
					* Monthly meeting. † Weekly meeting. ‡ Bi-Monthly meeting.



EDITORIAL

Candy's Market

ALONG with studying the channels of distribution to obtain the most efficient and satisfactory outlets to the consumer, the modern manufacturer today should possess the facts about where the consumer is spending his dollar and its relation to the marketing possibilities of confectionery.

All industries are competing for a full share of the consumer's dollar, and the leaders in these industries are studying distribution from that standpoint. The Annual Conference on Distribution held in Boston during the month of September is conducted for this purpose. Here the latest information on consumer purchasing and marketing trends are brought to light by many national authorities.

Wilford L. White, Chief of the Marketing Research Division of the Bureau of Foreign and Domestic Commerce, revealed some important facts and figures at the recent Conference, answering the question, "Where Does the Consumer's Dollar Go?" They covered consumer changes, consumer income, and consumer expenditures.

The location of this spending geographically and by size of city is most illuminating. It is worth while for the confectionery manufacturer to know that the consuming population is not spread out evenly over the land. Approximately 42 per cent of the people, 48 per cent of the retail dollar sales, and 54 per cent of the receipts of service, amusement, and hotel establishments were made in the eight geographically adjacent states of New York, Pennsylvania, Illinois, Ohio, New Jersey, Michigan, Wisconsin, and Indiana. If Massachusetts is added because of its density of population, and Texas and California, because of their size, the above figures increase to 55, 63, and 70 per cent respectively.

Regarding family budgets, we find that among lower-salaried worker families 32 per cent of their income is spent for food, and 5 per cent for recreation.

Changes in the consumer market, according to the report indicate that the birth rate and the proportion of babies and young people are declining. With declining death rate, older people are living longer. Fewer births and fewer deaths result in an older nation of consumers. In other words, the enthusiastic, sometimes thoughtless buying of youth is gradually giving way to the cooler, calculated decision of experience.

In about 25 years from now, 40 per cent of our

citizens will be 40 years of age or over and 10 per cent will be 65 or over, according to estimates by the National Resources Board.

Advertising Pays

ONE of the most valuable aids to the manufacturer in studying his cost problems is the Statistical Analysis of Operating Figures for 1935, compiled by Dun & Bradstreet, Inc., under the sponsorship of the National Confectioners' Association. The individual manufacturer is enabled to make direct comparison of his costs with the operating results of similar concerns by studying the tables included in the report. Some of these are included in other pages of this issue.

Under "Selling Expense," the average expenditures for advertising are interesting. The average experience of Bar Goods manufacturers, for instance, was 4.2 per cent of net sales. The typical percentage expenditure for advertising, however, was 2.7 per cent. Among Package Goods manufacturers the typical advertising expenditures were 2.6 per cent of net sales. Among the General Line firms, we find that the manufacturers operating at a profit spent 1.2 per cent of net sales for advertising, while those operating at a loss expended 0.5 per cent.

The latter figures tend to substantiate the assertion that advertising pays, providing that the product and company policies are right and that the message is well presented in the proper advertising medium.

Expect Boom by 1940

AT LEAST half of the public expects the United States to hit a new peak of prosperity "between now and 1940," according to a nation-wide survey disclosed by Clarence Francis, President of General Foods Corp., at the recent convention of the American Bankers' Association. Of equal importance Mr. Francis said, "When you claim merit for your product, Heaven help you if you don't pack it full of merit . . . not spasmodically, not 75 or 90 per cent of the time . . . but all the time. Food manufacturers have learned that the public will desert you overnight if you try to take a short cut."

Sales of package goods by confectionery manufacturer-wholesalers increased 15% in 1935 over 1934. From \$25,865,362 in 1934 to \$29,742,685 in 1935.

WHO'S WHO IN THE CANDY INDUSTRY

*Fostering the Idea of Getting Better Acquainted
with Prominent Members of the Industry*



ALMON C. BAKER
Brecht Candy Co., Denver, Colorado

ALMON C. BAKER

ALMON CLINTON BAKER, Secretary and Manager of the Brecht Candy Co., Denver, Colo., is one of the prominent figures among Western candy manufacturers.

A man of high caliber, he has repeatedly been selected for leadership in industry affairs. Recently appointed by the National Confectioners' Association as State Chairman of Colorado and New Mexico, Mr. Baker has previously served on the N. C. A. Executive Committee two different terms. He was also President of the Western Confectioners' Assn. in 1930.

A. C. Baker entered the candy industry in 1906, when he began selling for the Sommer-Richardson Candy Plant of National Biscuit Co., St. Joseph, Mo. In 1910 he was promoted to the position of Sales Manager, and remained with N. B. C. until 1920 when he resigned to assume management of the Brecht Candy Company.

Mr. Baker was born in Kansas, and was educated in Horton and Atchison, Kans. He attended business college, and in 1904 became a traveling salesman for Nave-McCord Wholesale Grocery Co., of St. Joseph, Mo.

A brother, V. C. Baker, is a broker in Denver and handles some confectionery lines.

Mr. Baker has three grown daughters, two of whom are married. Golf and fishing are his favorite sports when time permits, and as other diversions he enjoys picture shows, theaters, and reading detective and fiction stories. He spends his vacations in Southern California and the Colorado Rockies.

Besides industry associations, A. C. Baker is a member of the Chamber of Commerce and Optimist International.

OLIN DAVIS

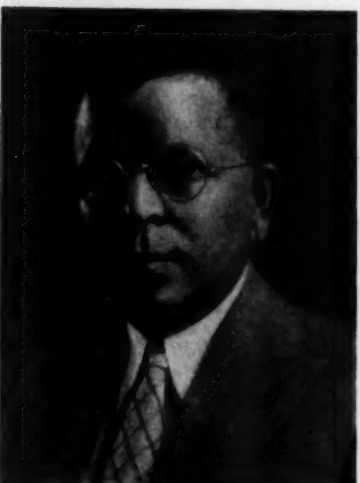
OLIN DAVIS, Vice-President of King Candy Co., Ft. Worth, Texas, backs up his practical experience as former Superintendent of the King plant with an M. A. Degree from Princeton University. He also graduated from Roanoke College at Salem, Va., following his early education in the schools of Ft. Worth. Mr. Davis was born in Texas.

He entered the candy business in 1907, preferring commercial business to a profession. At that time he became associated with the King Candy Co., which has become a leading General Line firm of the Southwest.

Among the outstanding modern package chocolates in the trade are some of the beautifully designed boxes from the King Candy Co.



OLIN DAVIS
King Candy Co., Fort Worth, Texas



FRANK J. KIMBELL
Kimbell Candy Co., Chicago, Ill.

Olin Davis was elected a Director of the National Confectioners' Association last May, representing the Southwestern Trading Area. He was recently appointed by President Thomas J. Payne as State Chairman of the State of Texas. Mr. Davis has likewise served on various committees of the association in the past. He has also been Secretary of the Texas Candy Club.

Although never having been connected with any other candy firm, he has been indirectly connected with the ice industry.

His preference in reading is history, with some detective stories on the side. He is a member of the local Chamber of Commerce and the Exchange Club.

FRANK J. KIMBELL

FRANK J. KIMBELL, President and General Manager of Kimbell Candy Co., Chicago, heads one of the industry's distinctive specialty factories, which for years has concentrated on quality coconut candies.

Mr. Kimbell is President of the Chicago Candy Association, composed of manufacturers of the Chicago metropolitan area, and is a Director of the National Confectioners' Association, representing the Central West Trading area. Frank Kimbell is also Illinois State Chairman.

Previous to entering the candy industry 31 years ago, Mr. Kimbell was engaged in the retail grocery business. In February, 1905, he started to work as a shipping clerk for the Schall Hutchinson Company (now the Schall Candy Co.) of Clinton, Iowa. He has been with his present company 17 years.

His brother, Dr. W. E. Kimbell, of Des Moines, Iowa, is associated with him in the Kimbell Candy Company, though not in an active capacity. His two sons are active in the business. Richard B. Kimbell travels for the firm, and Jack is employed in the factory. Mr. Kimbell also has a daughter, Betty Jane, 16.

Frank Kimbell was born and educated in Clinton, Iowa. Golf is his favorite sport and he spends his vacations in Wisconsin. He declares that his hobby is the candy business, and he believes that the industry's greatest need is "cooperation among competitors in producing better products and banishing fear of competitors getting their rightful share of the available business."

Mr. Kimbell is active in the civic enterprises of his community as well as in the candy industry. He has served in Community Fund Drives, is a Director of Irving Park Y. M. C. A., and President Northwest Associated Manufacturers, a local organization.

THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY

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NUMBER 10

QUALITY CARAMELS On a Volume Production Basis

★By TALBOT CLENDENING

WHEN the subject of the manufacture and sale of caramels is brought up, my mind runs back to the time when caramels held a more important place in the industry. I recall that about 20 years ago a firm with which I was connected produced approximately 25,000 pounds of caramels a day. These were really quality caramels. They contained the best materials obtainable at the time for making a good quality commercial piece; namely, milk, butter fat, and sufficient added fat to make a caramel of excellent flavor and chewing properties. Naturally this manufacturer was the target of every seller of raw materials, and the easiest method of attack by this group was to stress saving. Little by little the resistance of the management weakened and cheaper raw materials were substituted. After each change there was a marked price reduction to the consumer resulting in a large increase of sales. The consumer looked at these caramels and they were attractive. He looked at the price and at the name. The consumer thought he was getting the same quality caramels at a reduced price, inasmuch as they looked good and bore the same brand and manufacturer's name. He took them home, but the family's desire for caramels eventually changed and the consumer switched to other types of candy.

This factory today retains an imposing list of out-



lets, and it would be logical to expect that its caramel business was greater than 20 years ago. The fact is that this firm's caramel business has shrunk until it has become the smallest item in

the company's total candy sales. Here we have in a very large measure the full story of caramels. Price must be considered, but when it becomes all important and quality is ignored, the manufacturer is faced with a condition which he cannot control—consumers' loss of desire for his product.

There is another side to this picture which is equally distressing. Many other reputable manufacturers, in order to meet the demand of large buyers and merchandisers, manufactured caramels down to a price regardless of quality. In order to do this the manufacturers found it necessary to use the cheapest materials available, such as scrap milk of high acidity, fillers and inferior flavors. As a result, caramels became so discredited that when the average firm tried to make a better caramel they found tremendous sales resistance. The reason for this in my judgment is that the majority of the older people did not believe it was possible to purchase a quality commercial caramel, and most of the young people never tasted one.

About three years ago, one manufacturer decided to produce a commercial caramel of outstanding quality.

It took the combined efforts of economical production methods and excellent merchandising to reestablish caramel acceptance. Other manufacturers have been encouraged to improve the quality of their caramels due to the success of this manufacturer, and today it can definitely be said that the general trend is for a quality product. Thus caramel production is again on the upgrade.

In evaluating caramels, flavor and texture are the first considerations, the most desirable being a fresh whole milk flavor and a tender chewing consistency. Selection of raw materials is therefore, important. Milk, added fat, and flavor are the most important items and require careful selection.

Milk Types Considered

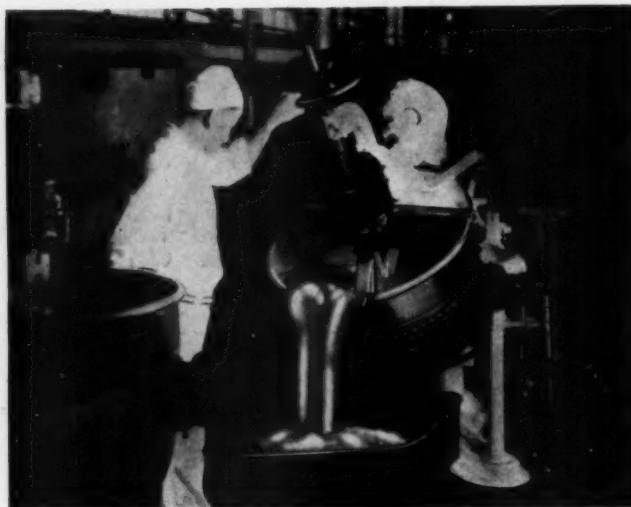
In considering various types of milk for use in quality caramels, I have ruled out all skim milk products. It is impossible to get a full rich milk flavor unless cow's fat in one of its various forms is employed. It is uneconomical to use cream with skim milk products, and, in my opinion, dairy butter in combination with skim milk products does not give as desirable a flavor as whole milk or as good shelf life. Therefore, in the discussion of milk I am confining my remarks entirely to whole milk.

Fresh milk is oftentimes used but it is expensive and contains a high percentage of water, necessitating prolonged cooking, which produces a caramel dark in color. This prolonged cooking also produces excess inversion, which affects the stand-up properties of the caramels.

Evaporated milk will also give a favorable fresh milk flavor and body, but this too contains more water than is necessary, and is not easy to handle. For these reasons it is not desirable or economical for production use.

Condensed milks are most generally used in caramels. However, it is not always possible to obtain consistent or uniform results with them. Very often condensed milks are made from surplus stocks of fresh fluid milk which frequently show an excess acid content. This high acidity coupled with the high temperatures usually employed in processing condensed milk renders a part of the casein insoluble. Naturally the more casein that is insoluble, the less body we get in the caramels. Also, milk containing large amounts of acid will cook dark. As I stated above, a fresh whole milk flavor is desirable. It is therefore advisable to select one of the better grades of condensed milk, especially one that has been processed under low temperatures. I personally like the more concentrated condensed milks, as I have found that their method of concentration requires that they be made from selected fluid milk of low acidity and processed under low temperatures. These concentrated condensed milks also contain larger percentages of milk solids to sugar and water than ordinary condensed milk, and therefore are more flexible in use.

The quantity of milk to be used in a caramel, regardless of the type employed, should be sufficient to impart a rich milk flavor. It is, of course, also impor-



Pouring caramel for candy bars at Mars, Inc., Chicago, Ill.

tant that sufficient milk be used to develop the body required in the particular type of caramel produced; a stand-up caramel obviously requiring more milk solids for bodying effect than a wrapped caramel. Generally speaking, a quality stand-up caramel should not contain less than 12 per cent of non-fat milk solids on a dry basis, or a quality wrapped caramel less than 8 per cent non-fat milk solids on a dry basis. If larger quantities are used, an improvement in flavor, texture and eating properties will be noted. In arriving at these figures, we have used the following percentages as the average non-fat solids content of various types of milk:

NON-FAT SOLIDS CONTENT OF MILK TYPES

Fluid Milk	8½%
Evaporated Milk	18%
Unsweetened Condensed Milk.....	20%
Sweetened Condensed Milk.....	20%
Concentrated Condensed Milk or Plastic Milk..	36%

Cream Desirable

There is nothing finer in a caramel from a flavor standpoint than fresh cream. It is not, however, necessary in my opinion to use an excess of cream in the production of a satisfactory quality caramel. A small amount, however, is certainly desirable, particularly where a minimum quantity of non-fat milk solids are used. We should not lose track of the fact that cream, like milk, contains non-fat milk solids, namely 8½% of the difference between the total weight of the cream and the fat content. To illustrate—5 gallons of 20% cream weighing 40 lbs. would contain 2.72 lbs. of non-fat milk solids arrived at as follows: 40 lbs. less 20% for butter fat, or 8 lbs., leaves 32 lbs., of which 8½% non-fat milk solids equals 2.72 lbs.

Added Fat

It is important that a caramel contain a sufficient quantity of fat to insure easy cutting and best eating qualities. In many cases fat is used sparingly, as it is one of the costly ingredients. For a good caramel we should use not less than 15% of total fat, includ-

ing the fat of the whole milk and the cream if used. A larger fat content is indicated where increased quantities of non-fat milk solids are used, in order to assure a smooth texture and good eating properties. Where sufficient milk and/or cream are used to impart a rich full milk flavor, I recommend using a good quality of refined 110° coconut oil, in order to bring the fat content up to the minimum of 15% stated above. Be sure that the coconut oil you select is absolutely neutral in flavor and odor, free from any suggestion of a coconut taste.

Flavor Suggestions

Vanilla and chocolate are the most popular flavors for caramels. Many caramels are spoiled by flavoring them too harshly. For instance, many times great care is exercised in making a caramel up to the point of adding vanilla or vanillin. Straight vanillin is added in excess quantities, which greatly detracts from the milk flavor even though a good quality of milk has been used. It is far better to eliminate vanillin altogether than to spoil the milk flavor in this way. I recommend for this purpose that a true vanilla extract be used, one that has been reinforced with a small amount of vanillin, say, 2 ozs. of vanillin to a gallon of vanilla extract. Chocolate caramels are flavored with either cocoa or chocolate liquor. Chocolate liquor is always used for flavoring quality caramels and should be added to the batch after all cooking has been completed. Care should be taken in selecting a liquor to avoid the harsher types.

Salt is a valuable background flavor in all caramels but should be used sparingly, only for the purpose of accentuating the milk flavor. Salt should preferably be added at the beginning of the cook, or it may be added at the end, but should be dissolved with the vanilla in order to keep down any tendency of the batch to grain.

Sugar and Corn Syrup

Sugar and corn syrup are standard materials and do not require much discussion. In quality caramels,

refined granulated sugars are generally used, although in some cases a blend of raw sugars with granulated is desirable from a flavor standpoint. For quality caramel work I recommend that corn syrup and sugar be used in the ratio of 60 parts corn syrup to 40 parts of sugar. While a higher ratio of corn syrup to sugar may be employed where ample milk solids and fat are used without danger of sweating, I feel that the increased sweetness of the larger quantity of sugar is desirable as an adjunct flavor to the milk flavor. On the other hand, it is possible with careful handling to produce a caramel with greater sweetness that will not grain by using 55 parts of corn syrup to 45 of sugar. However, in production work I do not feel that the added sweetness is worth the greater risk.

Best Seller Formulas

In order that readers may check up on my recommendations, I have purchased on the open market samples of what I consider to be the three leading quality production caramels. I have had these three caramels analyzed by one of the leading food laboratories, and from these analyses have reconstructed formulas. It is readily appreciated that from these analyses it is not possible to tell the types of milk products employed, but taking the analyses in conjunction with the physical tests of texture, flavor and chewing properties, I believe the formulas are very close. In any event, batches made from formulas given below produce caramels equal to the originals.

Caramel No. 1

The analysis of Caramel No. 1 showed the following:

ANALYSIS	
Moisture	9.98%
Reducing Sugars	22.55%
Sucrose	23.22%
Protein	3.38%
Fat	16.02%
Ash	65%
Dextrin	19.93%
R.M. number of fat 17	100.73%

The usual determination for dextrin by fermentation making allowance for lactose determined in the solution after fermentation, divided by the average dextrin factor of 43°. Be corn syrup showed the presence of 42.00 pounds.

Lactose was determined as 4.77 pounds from the reducing sugar in the solution after fermentation. This when added to the corn syrup reducing sugars which amounted to 15.12 pounds left 2.66 pounds due to invert sugar formed from the sucrose or added as such.

Lactose value of 4.77 pounds when divided by 4.75% of lactose, which is the average amount present in whole fluid milk, indicated a whole fluid milk equivalent of 100 pounds. These values are based on a total solids content of 12.5% for whole milk.

If the protein factor is divided by the percentage in average whole milk we find a like result, namely 3.38 pounds divided by 3.30% which is equivalent to approximately 100 pounds of whole milk.



Covering nougat with quality caramel in Mars' production line



Kraft manufactures quality caramels on a production basis

The total fat as determined showed 16.02% but only 4.00 pounds would be present in 100 pounds of whole milk. The reaction for coconut fat was obtained so it was deduced that the 16.02% was due to an admixture of butter fat and coconut fat. If the butter fat is due to whole milk alone, there would be 12.02% due to coconut. The Reichert Meisel number was found to average 17 and, assuming an average of 25 for this number for dairy butter and 7 for coconut butter, we find that a 50-50 mixture of the two would show a Reichert Meisel number of approximately 16 and this would indicate that the coconut fat and the dairy butter are in approximately equal proportions or 8.0% each. But we found that only four pounds of dairy butter would be present in 100 pounds of whole normal milk. Evidently cream or sweet butter had been added.

The percentage of ash also bears out this statement, for 100 pounds of whole milk should show an average of 0.75 pounds of ash and we found but 0.65 pounds. If sweet butter or heavy cream had been used the increased fat would have decreased non-fat milk solids so that all evidence points to light cream (20.00%). Ash, protein and lactose all bear out this assumption.

Sucrose and invert sugar are the remaining factors we must account for and, because of the high corn syrup sugar ratio, the inversion is probably due to the cooking process in condensing the milk or cooking the caramel. As the inversion is higher than would normally be expected from the caramel cooking, we can assume that condensed milk was used. This is borne out by the physical tests.

Having our data, let's reconstruct the formula:

FORMULA

Corn Syrup	42 lbs.
Sweetened Condensed Milk	31 lbs.

Cream (20.00%)	28 lbs.
Sucrose (Sugar)	16 lbs.
Coconut Oil	8 lbs.
Lecithin	2 oz.

Caramel No. 2

ANALYSIS

Moisture	10.17%
Reducing Sugars	24.08%
Sucrose	28.72%
Protein	3.08%
Fat	13.99%
Ash55%
Dextrin	20.62%
R.M. number of fat 19	101.21%

Following the same reasoning and the same calculations used in our consideration of Caramel No. 1, we arrive at the following reconstructed formula:

FORMULA

Corn Syrup	44 lbs.
Sugar	33 lbs.
Cream (20%)	10 lbs.
Unsweetened condensed milk	33 lbs.
Coconut Oil	6½ lbs.
Dairy Butter	3½ lbs.
Lecithin	2 oz.

Caramel No. 3

ANALYSIS

Moisture	7.96%
Reducing Sugars	25.68%
Sucrose	23.16%
Protein	5.04%
Fat	15.67%
Ash	1.09%
Dextrin	21.36%
R.M. number of fat 13	99.96%

Comparing this formula with those which have preceded many things are observed. Dextrin is higher, indicating more corn syrup; protein substantially higher, indicating a larger percentage of non-fat milk solids; sucrose is lower, indicating a lower percentage of sugar; and ash is higher, again indicating a higher percentage of non-fat milk solids. Following the same line of reasoning, we would have the following equivalents in raw materials:

Corn Syrup	45 lbs.
Sucrose	24 lbs.
Unsweetened condensed milk	70 lbs.
Added fat	10%

However, from physical tests it is apparent that this caramel, because of its light color and tender texture was made from a highly concentrated milk. Standard sweetened condensed milk could not possibly have been used, as in this case the sugar would have had to be very much higher. We can therefore assume that plastic milk was used and that the formula should be as follows:

FORMULA

Corn Syrup	45 lbs.
Plastic Milk	37 lbs.
Sugar	13 lbs.
Coconut Oil	10½ lbs.

Equipment for Volume Production

In order to manufacture quality caramels on a production basis, equipment for preparing the batches and the proper handling of the batches both before, during and after cooking is important. The usual desire and idea is to cook large batches in order to secure low cooking costs. However, from a quality standpoint this is not practical. For best results in this type caramel, the size of the finished batch should (Turn to page 43)

MARSHMALLOW CHARACTERISTICS

★By DR. STROUD JORDAN

BEFORE consideration is given to raw materials or processes, it is indicated that we set up those characteristics which control marshmallow acceptance. These are *appearance*, *consistency* and *taste*. Considering them singly we shall then be able to judge their order of importance and determine what measures should be taken to assure desired results.

Appearance Factors

Eye appeal is the first point to be given consideration. How does the marshmallow drop look; is it inviting? From long-time acceptance it must be *white*, and unless it is actually snow-white resistance is immediately built up. A yellow color—even a tint—is associated with staleness, and whether this is true makes little difference, since public judgment is fixed. A prolonged period of education to the contrary will be expensive and produce, at best, questionable results. White is white, and that is all there is to it.

Appearance is more than just color, for even though white the drops may be chalky and dull. A *starch crust* is abominable, and a powdery white *dust* over the surface of an otherwise attractive drop is nauseating. The practice of dusting with half sugar and half corn starch should be discouraged. It not only looks bad, ruins clothes and presents a stale appearance, but it also dries out the mouth and balks any attempt at the production of a decent vanilla flavor. If there is anything that should be forbidden it is the marketing of marshmallow drops that should have an electric fan supplied with each package to blow off the starch and powdered sugar!

Wrinkles are the next on our list of pet peeves. They have a habit of appearing even though they are uninvited guests. Too much water in the batch at the time of casting, a molding starch which is too cold, and an improperly conditioned drying room are the arch fiends which perpetrate this gruesome joke. An unsightly crust will do more to offset acceptance than thousands of dollars spent in the procurement of good will can do to bring back lost business.

Next and last will be found the manner in which the drops are *packed*. Are they squeezed together like passengers in a subway during rush hours or are they



DR. STROUD JORDAN

THIS article covers some of the vital points in soft marshmallow manufacturing, such as: Factors in consumer acceptance—Proper use of raw materials — Proper temperature and humidity conditions for heating, depositing, and curing — Air and moisture proof containers for proper storage.

shovelled in and allowed to rattle? Is the package too deep or must the drops be compressed so that they sweat against the transparent wrapping? No marshmallow will stand up under either kind of treatment.

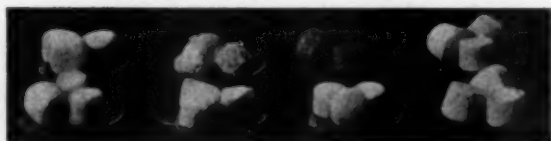
Consistency—The Perfect Marshmallow

The perfect marshmallow is one that is tender, leaves enough between the teeth to chew on, and still does not have the elasticity of rubber. It should not spring back when pressed between the fingers, yet should be able to recover slowly after it has been so compressed. Of all products of the confectionery art, marshmallow is the one that requires the greatest skill to insure a uniform consistency. The main difference between a fresh and stale marshmallow is either toughness or brittleness; thus many marshmallow drops are "stale" before they leave the molding starch.

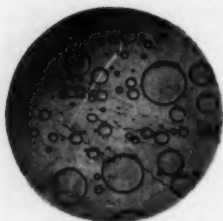
Flavor Is Linked With Appearance and Consistency

Taste is so affected by appearance and consistency that we have purposely left discussion to the last. If a person's mind is made up that he is not going to like a product, the chances are that he will not. One look and his opinion is formed. Even though the marshmallow is appealing, if it does not have the proper consistency he will not be pleased with the taste. Any consideration of taste must therefore be linked with appearance and consistency, for each must be right in order that the flavoring used will have a fair chance of winning acceptance.

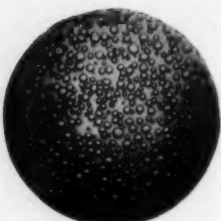
Speaking of flavor, we have been looking for a long time for the fellow who started that old saying that "if a little flavor is good, a lot is better." There is but one amount that will give the best taste. To tilt



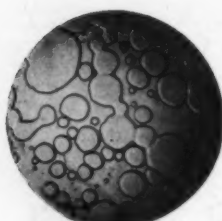
"The most temperamental of all uncoated confections."



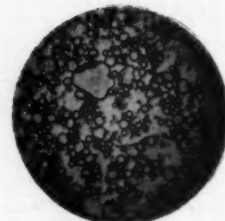
No. 1



No. 2



No. 3



No. 4

the bottle for good measure after the mark has been reached neither pleases the customer nor saves money for the boss.

Perhaps vanillin is the most abused flavor of the lot. So much is used in some drops that they taste as if a preservative has been added and they color up like a case of jaundice. Other drops appear to contain only that which has evaporated from an improperly stoppered bottle in the flavor closet. This applies to all flavors of the more general type whether they be vanilla extract, vanillin combined with vanilla extract, compounds of vanillin and cumarin, or some other special combination.

Processing of Raw Materials

It is too often assumed that the proper quantity of sugar, corn syrup, gelatine, and flavoring will always produce the same quality of marshmallow. Those familiar with its production know differently. This type of confection is composed of three variables: solids, liquids and gases.

The gaseous portion is usually air which has been mechanically entrapped, but sometimes carbon dioxide is present due to the use of a carbonate or to the introduction of the gas as such into the beating batch. In order that gas will be retained and the marshmallow will hold its volume, it is essential that a membrane be produced that will stretch sufficiently to cover the gas bubbles without bursting and yet not be too tough. Such a membrane is composed of sugar and corn syrup with sufficient water to dissolve the sugar and the proper proportion of gelatine or albumen or both. The gelatine or albumen when dissolved in water will not produce enough strength of itself to form a strong enveloping membrane, nor will the addition of sugar always produce the desired result.

There are assisting colloids in the corn syrup and their quantity and character often spell success or failure. Dextrins are the colloidal materials referred to and in a low conversion syrup they will account for more than fifty per cent of the total solids present. Many corn syrups are good beaters of themselves but require the addition of gelatin or albumen to produce sufficient volume in the finished batch. Do not overlook the role played by corn syrup, for some of your troubles which have been laid on the doorstep of gelatin may in reality be due to the improper use of corn syrup or of a type which is unsuited.

Structure Examination

To determine just what a marshmallow looks like when examined under the microscope, the accompanying illustrations that have appeared in "Confectionery

Problems" are being reproduced. They represent smears taken from a beating batch which have been pressed out between the cover and slide glasses used for mounting the specimen. Particular attention is directed to illustration Number 1, which shows the marshmallow at the beginning when the air is first being introduced. Note the uneven size of the bubbles.

In Number 2 we find the same marshmallow beaten to the point where it has attained maximum volume and the air particles have been properly distributed and are uniform in size.

In Number 3 we find the same marshmallow but the sample was taken after the batch had been beaten until it started to fall. This shows the running together of the air bubbles after the films around some of the small ones have been destroyed by over-beating. The illustration which is Number 4 represents the same microscopic slide used for Number 2, excepting that it has been allowed to stand for a sufficient time to cause sugar crystallization. This shows what happens when marshmallow shortens up with age. These illustrations tell a story in themselves. The *beginning*, the *optimum beating point*, the *result of overbeating* and the *result of age* are all apparent.

Batch Characteristics

There are differing weights for a gallon of marshmallow at the time of depositing, but in general they will vary from 3 pounds and 6 ounces to 3 pounds and 12 ounces. This will be governed by the temperature of the molding starch, the moisture it contains, the room temperature and the time allowed for the drops to stand in starch. The fact of the matter is that the lighter the batch at the time of depositing, the greater the chance for shrinkage, and if this shrinkage is prevented by quick setting in cold starch it does not take place until the marshmallow is packed. This is a sure cause for wrinkles unless the body of the marshmallow is sufficiently great to withstand the strain, and this is almost as bad as the wrinkles since it results in toughness.

Before going further into marshmallow characteristics, let us review our raw materials. It is easy to obtain sugar and corn syrup of uniform character, so we find ourselves with gelatine and albumen left as potential variables. By variables is not meant drastic changes in any special blend of gelatin, but rather the wide variations encountered in going from one blend to another. It is true that one can be substituted for another if all characteristics are taken into account, but how often do we know these characteristics well enough to make the change? It can be said without

fear of contradiction that marshmallow drops can be made or ruined by the types of gelatine employed in their production.

In the August issue of *THE MANUFACTURING CONFECTIONER* an article on "Trouble Shooting in the Plant" gave a concrete example of marshmallow troubles and pointed out the causes of such troubles. Gelatine types were discussed but it is necessary to stress again the fact that a high gel strength gelatine will not replace a medium strength type in direct proportion to such gel strength. Body must also be considered and many successful marshmallow drops have been made and marketed by blending two or more distinct gelatine types. This is particularly true of hard and grained marshmallow pieces where a "bone" is desirable in the center. The ability to withstand crystallization is directly influenced by the amount and type of the protecting colloid (gelatine).

Depositing and Curing Conditions

Whenever trouble occurs from starch crust, wrinkling or checking, it is a safe bet that two things may have gone wrong. The first is excessive water in the marshmallow batch at the time of depositing, or high



Molding starch and depositing marshmallow drops

moisture in the starch. In any event, too much moisture is to blame, and if it is carefully controlled, such troubles will not be experienced. The next cause may be traced to the temperature of the molding starch, batch temperature, or the temperature of the curing room. Along with this, the amount of humidity in the air must also be considered. If it is too low, moisture will be drawn from the top surface of the drops so fast that a skin is formed and this skin causes excessive moisture retention until the drops are packaged. If packaging is done under a tight closure, the skin soon equalizes in moisture with the interior. The drop softens and then contraction takes place. Too quick a set in the curing room will also cause the same trouble; this is due to low temperature. Gelatine in water solution will set more rapidly at lower temperatures and as it sets becomes fairly solid. Under these conditions proper shrinkage cannot take place during the curing process, with the result that it will and does take place as soon thereafter as possible.

We are not offering marshmallow formulas in this discussion, because every candy plant in the country has plenty, and to spare. It is necessary, however, to caution against improper use of such formulas, for here is where the trouble begins. We have found that appearance, consistency, and taste are determining factors in consumer acceptance. We have also found that raw materials when properly used will give satisfactory results, provided the types of such materials are suited. Beating, depositing, and curing must be done under controlled temperature and humidity conditions. And after all these requirements have been met, we must knock out and brush properly, using powdered sugar with the smallest possible amount of starch for dusting to ensure an acceptable product.

Marshmallow drops must remain soft and pliable. Unless air and moisture-proof containers are used, they must be stored under humidities which would be ruinous for most other confection types. To prevent gain or loss in moisture a relative humidity of approximately 73 per cent is essential. This means so much humidity in the stock room that the usual fiber containers will sometimes warp and bulge. It is believed that a tight closure is preferable, and this is particularly true if shipments are to be made into high altitudes. From all of which we learn that marshmallow drops must be made and cared for in the most careful manner, since they are the most temperamental of all uncoated confections.

"Promote Candy's Food Value," Invites Women's 16th Exposition

THE health value of candy as a food may be featured at the 16th Annual Exposition of Women's Arts & Industries which will be held in the Grand Central Palace in New York during the week of March 29 to April 3, 1937. Its leaders are endeavoring to interest the confectionery industry in the promotional possibilities of the Women's National Exposition.

The Women's National Exposition for the last fifteen years has devoted itself to the advancement of the educational and economic interests of American women and their organizations, holding annual Consumer Conventions and Educational Expositions for women consumers in metropolitan New York. It is also one of the foremost national consumer-education organizations for housewives in the country today.

Mrs. B. Hungting Howell of the Educational Committee of the Women's National Exposition declares, "there is an urgent need for someone or some organization to raise a cry against the modern women's foolhardy attitude toward germ-resisting foods of glucose content. Sugar-foods are a vital necessity to the smooth and healthful working of the human machine that is the body. I believe that the value of sugar and starches in the modern diet should be stressed greatly in the coming months to offset the long period of propaganda of other interests."

Mrs. Oliver Harriman is chairman of the Exposition. C. A. Morales is director of the Food & Beverage Division. Many of the nation's leading food industries will present consumer educational material for the more than 100,000 women who will attend.

Model Store Fronts on Tour

THE Pittsburgh Plate Glass Company has built and sent on a 50,000 mile tour a Model Store Front Caravan. It consists of twelve model store fronts, representing most types of businesses, built on one-seventh scale and of actual building materials. These miniatures, offered as style suggestions, are complete and accurate to the minutest detail and embody the latest developments in store front design, construction and lighting. The company will have available to architects plans of all models shown.

HEIDE'S DIRECTOR TELLS EXPERIENCES

SAFETY LESSONS LEARNED

In Confectionery Manufacturing

★By HOWARD E. WHEELER, JR.

Personnel Mgr., Henry Heide, Inc., New York

Address, Food Sec. Nat'l Safety Congress, Atlantic City, October 7

SAFETY is a serious subject not to be treated lightly. Notwithstanding, might I remark somewhat facetiously that the Safety man's work—like the proverbial woman's work—is never done. He is constantly on the anxious seat, hoping that nothing will happen, and he might also be likened to the fireman in the Fire House—always ready for the bell, but hoping it won't ring, especially during a "No Accident Campaign."

Without fear of successful contradiction, I venture the conviction that no machine is fully or completely guarded, unless and until it is so covered and protected that no one can come in contact with any moving part—unless deliberately.

Where Guards Are Needed

Machines are often guarded only to a point which is considered a reasonable height—the sides and the point of operation—while guards are omitted from spaces under the machine or any point which seems inaccessible to the worker when performing normal duties. Often there are within these open and neglected sections small shafts, wheels, gears and other moving parts. In one such instance a foreman remarked, "You'd have to climb under the machine to get near that gear." Workers often do get under a machine to clean the floor and the machine. Sometimes the operator will neglect to stop the machine, or if stopped someone may inadvertently start the machine—and there have been many of such instances in industry—or a draft may blow an apron or a loose sleeve into contact with moving parts, and if the cloth is strong the person is drawn in. I need not elaborate; we all know of such instances.

Speaking of uniforms, years ago we determined that loose clothing should be avoided, as such has been the cause of many accidents. We therefore designed special uniforms for both men and women. All uniforms have elbow length sleeves, and the women's aprons are of the slip-over type with belts which are stitched into the side seams and tie in the back.

Referring again to machine guarding, I recall a machine which had been thoroughly protected to a point more than five feet from the floor. Normally, it would not seem that anyone would contact this



machine above that point, but a man working on the next machine slipped and instinctively grabbed for something to support himself, and his hand hit above the guard of the machine. His glove was enmeshed in the gears and his hand drawn in. Result: one finger gone and two others rendered practically useless.

When considering whether a guard is necessary we must, I feel, ask ourselves the question, "Is it possible that anyone, either accidentally or carelessly, could come in contact with moving parts?" If the answer is, "Yes or perhaps," the machine should be guarded.

Rollers and Cutters

Converging rollers of every type have, and always will be, an inherent hazard not only in the Confectionery Industry but in every industry. Forming, shaping, marking, and cutting rolls, regardless of type, should be guarded at the point of operation. Manufacturers of rollers have attempted to provide point of operation guards for these rollers, but have not progressed as far with safeguarding as they might, because many operators and foremen have varied ideas as to the best type of such guards. Many operators complain about the roller guards and ask, "What will I do if the batch sticks to the roller?" But we know from experience that it is possible to provide easily removable point-of-operation guards. Such guards should be so placed as to allow just enough clearance for the batch to pass under, and far enough away from the roller that should the operator permit his hand to travel with the batch his fingers cannot come in contact with the roller. This rule also applies to all types of slitters and cutters.

Chocolate rollers should be provided with a bar so placed that the hands cannot reach the roll at the point of contact. When this suggestion was first advanced, many arguments were given to the effect that such a bar or bars would interfere with the grinding operation. We have installed such bars, however, and they do not interfere with production.

WOMEN WORKERS SHOULD HAVE CHORUS GIRL PROPORTIONS

Speaker Declares at National Safety Congress

HIRE a chorus girl and you look for bodily symmetry, the cut of her hair, texture of her skin, age, poise, temperament and grace of movement. Hire a woman for work in an industrial plant and you should look for the same things and many others, Ellen D. McKeon, New York, assistant to the district engineering manager of American Mutual Liability Insurance Co., told the National Safety Congress in Atlantic City, N. Y., during its 25th annual assembly, October 5 to 9.

"With an eye to safety," she said, "industry should avoid employment of nervous women. Work of monotonous or dangerous nature makes them accident-prone."

On the other points, Miss McKeon reasoned as follows:

A woman's height should fit the level of the machine or bench at which she works, to avoid unnecessary stooping or stretching; if she has long, flowing hair, it is apt to become tangled in moving machine parts. Her poise and stance determine the ease with which she will avoid fatigue that comes from awkward movement.

And a woman's skin—if it is sensitive, the complexion of the most expressive hands will be ruined by dermatitis, a rash or disease that is prevalent in industry, and which, Miss McKeon said, was most often caused by continued soaking of the hands in oils, fruit juices or chemicals that are necessary to food processing, candy making and related operations, or by coating them with grease, dust and fumes.

Her experience and the training she receives after employment are a vital indicator of the ease with which she

will adapt herself to work and surroundings. She should be well-read—in the rudiments of her work and the importance of accident prevention.

And very important, said Miss McKeon, she should never wear earrings, old party dresses, rings, high heels or adorn herself with other frills that would distract the attention of male workers or make herself clumsy in the work she performs. As "the strongest argument," the wearing of practical footwear by women in industry," Miss McKeon said, "falls cause one-third the accidents to women in industry."

To the employers of women in industry, Miss McKeon said, women should be given the same advantages of clean, well-ventilated and lighted workrooms and the same safe types of tools and materials with which to work as are offered to men in the best industrial safety organizations.

"Posture is a most important consideration for the safety of women employees," said Miss McKeon. "Chairs should not only be provided for all operations where they can be safely used, but they should be properly designed and maintained."

"The science of posture when sitting, so far as women are concerned, is largely a question of back support and free room for the hips. Women, more than men, are susceptible to maladjustment of abdominal anatomy that frequently results from prolonged sitting or standing. Lawsuits for damages have been won by women who proved in court that such things as miscarriages were induced by rearrangement of vital organs caused by incorrect posture forced upon them by their working environment."

Dough Mixer Guards

I mentioned dough mixers in my last year's paper, and while I realize that much has been said on this subject, I am still convinced that no dough mixer is ever safe unless fully covered while in operation and provided with interlocks or two-handed shift devices. If the kettle is of the tilt type and the movement of the arm is required to throw out the batch—even with the two-handed device, it is necessary to keep a table in front of the kettle at all times. If possible, the unloading of tilt type kettles should be a one-man operation, to eliminate the danger of "someone else" turning on the switch or tampering with the shift.

Belt Specialist a Good Investment

And while discussing machine hazards—were you ever struck by a flying transmission belt? Neither were we, nor would we wish to be, nor would we wish such to happen to anyone else. To forestall such accidents, we have within our Repair Department a belt specialist whose sole duty is the care, maintenance, repair and installation of belts. This work keeps one man busy constantly, and in addition to reducing the possibility of such accidents, his work has been a good investment from a production standpoint. Proper care increases the life of belting, provides better transmission, and eliminates many machine "shutdowns."

We were also convinced a number of years ago that elevators require the attention of a specialist, and

we therefore also have an elevator mechanic whose principal function is the maintenance and repair of all elevators. He inspects the entire mechanism of every car every morning.

We all know that the cleaning of moving machinery is a hazard of the "invitation" class and should be positively prohibited under all circumstances.

Choppers and shredders of the "meat chopper" type should be provided with a hopper sufficiently high that the hand cannot reach the cutting element. If the material being fed into the hopper is not free-moving, a hard wood agitator should be used.

"Old man butter fingers" is a bad actor. This type of accident, of course, is purely in the "careless" classification. If a worker does not get a good grip on the object he is lifting, he cannot blame it on the boss, the safety committee, or the foreman. Nevertheless, the compensation rate suffers.

44% to 60% of Accidents Involve Fingers—Hands—Arms

In reviewing accident involvements, we find from our own experience that 44 per cent of lost-time accidents during an 18 month period involved fingers, hands and arms. One observer remarked, "Is it not reasonable to expect that most accidents would involve the hands? We use our hands constantly regardless

(Turn to page 46)

Statistical Analysis of OPERATING FIGURES FOR 1935

★ By DUN & BRADSTREET, INC.

Research & Statistical Division

Prepared for the National Confectioners' Assn.

AVERAGE figures for specialty houses manufacturing Bar Goods, Hard Candy, and Package Goods are given in the accompanying tables.

Within the Table the profitable and unprofitable firms have been separated and individual averages computed. The ranking members at the top of the Table show the relative size of the individual sales volume.

With the assistance of these size ranking members, any manufacturer can select the figures of a concern similar to his own to be studied in connection with the appropriate average ratios.

Each table gives three kinds of representative

figures: typical, average and consolidated. The typical figures, underlined as they occur in the individual statements, are the most reliable management guides. The average percentages at the right are easily understood and generally reliable; however, they are arithmetic averages of individual ratios, and for this reason do not necessarily equal their own totals.

The consolidated operating statement at the extreme right has the advantage of checking out (percentages total exactly 100%), and it represents the experience of the industry as a whole. It has the disadvantage, however, of being dominated by the experience of the largest concerns in the group, whose operations may be unusual in some important respects. Certainly within the range of these three averages is an area of normal operating experience.

BAR GOODS MANUFACTURERS

Sales, Costs and Expenses for 1935

All Percentages Relate to Net Sales

CONCERNS NUMBERED IN ORDER OF SIZE	INDIVIDUAL OPERATING STATEMENTS							Average y/ Experience	Consolidated Operating Statement s/
	1	2	3	4	5	6	7		
1. Net Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2. Total Cost of All Materials	60.3	<u>59.5</u> x	62.2	60.2	51.8	48.9	57.5	57.2	59.5
a. Cost of Raw Materials	49.0	48.1	<u>49.0</u>	50.6	35.0	42.2	56.5	47.2	-
b. Cost of Packing Materials	<u>11.3</u>	11.4	13.2	9.6	16.8	6.7	1.0	10.0	-
3. Total All Labor	9.7	9.5	<u>9.8</u>	8.2	13.6	15.5	19.9	12.4	10.0
a. Direct Manufacturing Labor	3.4	-	<u>5.1</u>	4.5	8.2	13.3	-	6.9	-
b. Packing Labor	6.3	-	<u>4.7</u>	4.3	5.4	2.2	-	4.6	-
4. Factory Burden	5.6	<u>7.3</u>	4.8	7.7	10.6	13.3	4.6	7.7	6.7
5. Cost of Goods Manufactured and Sold	75.1	76.6	76.3	<u>76.8</u>	77.4	77.7	82.1	77.4	76.2
6. Total Selling Expense	<u>15.6</u>	17.2	17.1	12.7	24.7	10.1	11.6	15.8	16.6
a. Selling Salaries, Commissions & Traveling Expenses	4.8	7.4	<u>6.2</u>	4.7	5.0	7.0	8.6	6.2	5.7
b. Advertising Expense	<u>2.7</u>	3.5	2.0	2.5	10.5	-	-	4.2	3.4
c. All Other Selling Expense	8.1	<u>6.3</u>	8.9	5.5	9.2	3.1	3.0	6.3	7.5
7. Administrative, Executive & Office Salaries	2.1	2.0	1.7	<u>2.5</u>	3.2	5.6	2.6	2.8	2.2
8. Other Administrative Expense	0.9	1.4	0.9	<u>0.9</u>	1.2	2.2	0.4	1.2	1.1
9. Bad Debt Losses	0.3	0.2	<u>0.3</u>	0.2	0.9	2.2	-	0.7	0.4
10. Taxes	0.9	0.3	<u>0.4</u>	1.0	0.1	0.6	0.1	0.6	0.6
11. Total Expense	19.8	21.1	<u>20.4</u>	17.3	30.6	20.7	14.7	20.7	20.9
12. Operating Profit (or Loss)	5.1	2.3	3.3	5.9	8.0 <u>u</u>	1.6	<u>3.2</u>	1.9	2.9

x/ The underlined item may be considered typical experience for the group. From an odd number of items the middle one, in order of size, was selected. From an even number of cases, one of the two middle items was selected as the more representative.

y/ Any item in this column is a simple arithmetic average of the individual percentage in the columns to the

left on the same line. These averages will not check out: For instance, the sum of the expense items will not necessarily equal the average total expense.

etc. These dollar totals were then converted to percentages z/ The dollar sales of the reporting concerns were totaled, likewise their material costs, other costs, expense items, of the aggregate sales.

HARD CANDY MANUFACTURERS

CONCERNS NUMBERED IN ORDER OF SIZE	INDIVIDUAL OPERATING STATEMENTS				Average y/ Experi- ence	Consolidated Operating Statement
	1	2	3	4		
1. Net Sales	100.0	100.0	100.0	100.0	100.0	100.0
2. Total Cost of All Materials	54.6	57.6	66.4	62.8	60.4	56.5
a. Cost of Raw Materials	50.0	-	-	60.6	55.3	-
b. Cost of Packing Materials	4.6	-	-	2.2	3.4	-
3. Total All Labor	19.9	15.6	6.1	13.0	13.7	17.7
a. Direct Manufacturing Labor	18.9	-	-	11.2	15.1	-
b.	1.0	-	-	1.8	1.4	-
4. Factory	12.4	6.3	7.2	9.4	8.8	10.9
5. Cost of Goods Manufactured and Sold	86.9	79.4	78.6	85.3	82.6	85.0
6. Total Selling Expense	7.7	8.4	8.0	6.6	7.7	7.8
a. Selling Salaries, Commissions & Traveling Expenses	3.6	3.2	5.2	4.8	4.2	3.7
b. Advertising Expense	0.7	0.5	-	0.2	0.5	0.6
c. All Other Selling Expense	3.4	4.7	2.8	1.6	3.1	3.4
7. Administrative, Executive & Office Salaries	2.5	10.0	5.8	10.8	7.3	4.2
8. Other Administrative Expense	1.5	1.8	1.0	3.4	1.9	1.6
9. All Other Expenses	-	-	2.7	-	-	0.1
10. Taxes	0.1	-	0.3	0.3	0.2	0.3
11. Total Expense	11.8	20.2	17.8	21.1	17.7	13.9
12. Operating Profit (or Loss)	1.3	0.4	3.6	6.4(L)	0.3(L)	1.1

Underlining of typical items is omitted because number of concerns is too small for such figures to have significance

PACKAGE CANDY MANUFACTURERS

CONCERNS NUMBERED IN ORDER OF SIZE	INDIVIDUAL OPERATING STATEMENTS								Average y/ Experi- ence	Consolidated Operating Statement
	1	2	3	4	5	6	7	8		
1. Net Sales	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2. Total Cost of All Materials	36.8	49.0	53.2	<u>40.8</u>	<u>56.8</u>	50.5	32.3	36.9	44.9	41.4
a. Cost of Raw Materials	19.9	<u>26.2</u>	52.8	-	37.7	-	-	30.1	31.3	-
b. Cost of Packing Materials	16.9	22.8	0.4	-	20.5	-	-	<u>18.8</u>	15.9	-
3. Total All Labor	15.7	<u>17.4</u>	18.3	18.5	13.3	20.8	13.4	19.7	17.1	16.5
a. Direct Manufacturing Labor	5.8	<u>9.4</u>	16.7	-	-	-	-	-	10.6	-
b. Packing Labor	9.9	<u>8.0</u>	1.6	-	-	-	-	-	6.5	-
4. Factory Burden	12.3	8.2	<u>8.2</u>	-	10.0	5.7	2.2	13.8	8.4	10.1
5. Cost of Goods Manufactured and Sold	64.7	74.6	64.2	62.4	61.4	75.0	49.0	<u>71.2</u>	70.3	66.5
6. Total Selling Expense	26.7	17.9	8.7	26.9	<u>18.2</u>	8.7	27.9	18.0	19.1	22.7
a. Selling Salaries, Commissions & Traveling Expenses	5.0	7.2	5.1	21.5	13.4	2.9	18.9	<u>9.6</u>	10.4	7.0
b. Advertising Expense	8.5	1.8	<u>2.6</u>	5.4	0.4	1.8	2.0	4.1	3.2	6.0
c. All Other Selling Expense	13.2	9.2	1.0	-	<u>4.4</u>	4.3	7.0	4.4	6.2	9.7
7. Administrative, Executive & Office Salaries	1.2	2.4	2.3	7.3	2.2	<u>3.2</u>	10.2	10.4	4.9	2.3
8. Other Administrative Expense	3.3	1.2	1.4	1.7	1.9	<u>2.8</u>	6.5	7.0	3.2	2.8
9. Bad Debt Losses	0.5	2.1	0.1	0.4	0.3	2.2	<u>0.6</u>	1.0	0.9	0.7
10. Taxes	0.0	<u>0.3</u>	0.4	0.9	-	0.0	0.5	0.2	0.3	0.2
11. Total Expense	31.7	<u>23.9</u>	12.9	37.2	22.5	16.9	45.7	36.6	28.4	26.7
12. Operating Profit (or Loss)	3.6	1.5	<u>2.9</u>	0.4	3.9(L)	8.1	5.3	7.8(L)	1.3	2.8

Leaders Attend Indiana Jobbers' Convention

**THOMAS J. PAYNE, A. M. KELLY,
MARSTON ABECROMBIE SPEAK**

APPROXIMATELY 200 candy and tobacco jobbers and a number of prominent candy manufacturers attended the annual convention of the Indiana Candy and Tobacco Distributors' Association held at the Columbia Club, Indianapolis, Saturday, September 12. Within the course of the full day's program many of the major problems of the wholesaler were discussed, and emphasis was given to the improvement of the relationship between the manufacturer and jobber.

United States Senator Frederick Van Nuys, of Indiana, one of the sponsors of the Robinson-Patman Bill explained its history and purposes to the assembled wholesalers and manufacturers.

The National Confectioners' Association was represented by President Thomas J. Payne, of Reed Candy Co., Chicago, and Executive Vice President A. M. Kelly, as well as State Chairman W. C. Dickmeyer, of Wayne Candies, Inc., Fort Wayne, Ind. Messrs. Payne and Kelly gave addresses and Mr. Dickmeyer presided over the forum.

Others from the manufacturing ranks of the industry present included Marston Abercrombie, general sales manager, Henry Heide, Inc., New York, a speaker; Otto G. Beich, N. C. A. director and president of Paul F. Beich Co., Bloomington, Ill.; George T. Peckham, National Candy Co., St. Louis, and state chairman for Arkansas and Eastern Missouri; Mr. Heath of Heath & Sons, Robinson, Ill., and Carl Graeser, National Candy Co., Cincinnati, Ohio.

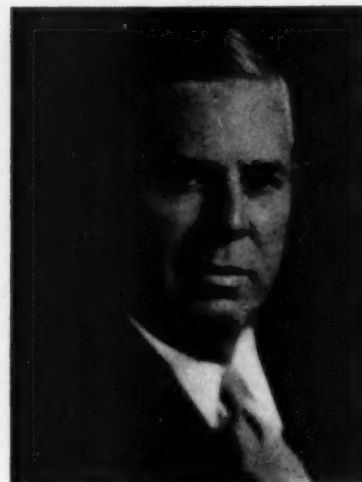
Jobber Problems Discussed

Joseph Kolodny, executive secretary of the National Association of Tobacco Distributors, and himself a leading eastern tobacco jobber, frankly discussed the competitive situation and the general disappearance of the strictly candy wholesaler.

"Why Jobbers Should Belong to an Association" was the subject of President Thomas J. Payne. "We organize for mutual protection," he declared. "A good organization fights for all its membership and tries to protect each of its members from injustices and unfair trade practices."

Mr. Payne referred to the members of the industry in both the manufacturing and jobbing branches who profit by the services of the association but contribute little to them. Mr. Payne said:

"You also have, no doubt, jobbers who take a free ride on your Indiana Jobbers' Association. We have manufacturers who take a free ride at the expense of the National Confectioners' Association. Some of the largest manufacturers of confectionery in the country do not call themselves candy manu-



THOMAS J. PAYNE

facturers, but they profit by all that the National Confectioners' Association has ever done for the protection of the candy industry and contribute not one single cent to its support, or, even worse, they may at times send us free contributions as though we were objects of charity. When there are great movements in the candy industry, big things to be done, they are not candy manufacturers. They don't call it 'candy' then, but their products are distributed as candy and you jobbers represented at this meeting consider these products as prime candy numbers. The same thing, no doubt, takes place here in Indiana where they live and enjoy all of the privileges but contribute nothing."

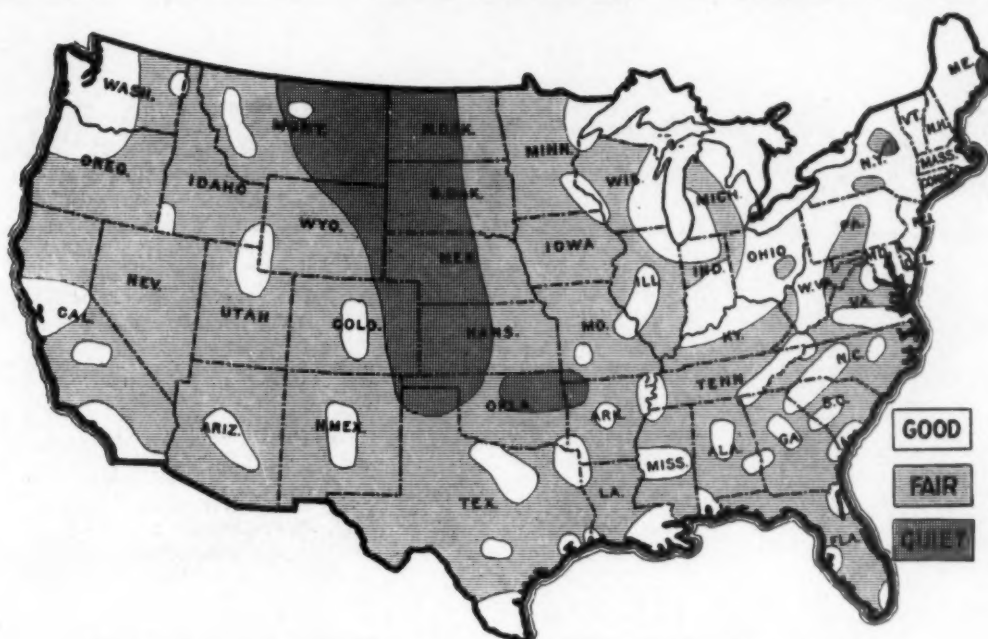
Mr. Kelly discussed the interdependence of the intelligent merchandising jobber and the manufacturer. He urged cooperation with the newly appointed N. C. A. Committee to study jobbing problems and assist in bringing about better conditions, as passed in a resolution by the last N. C. A. convention. "It has been estimated that at least 30% of the jobbers' sales are made without one cent of profit accruing," he declared.

Mr. Kelly also dwelt upon the legislative problem of discriminatory taxes on candy in various states.

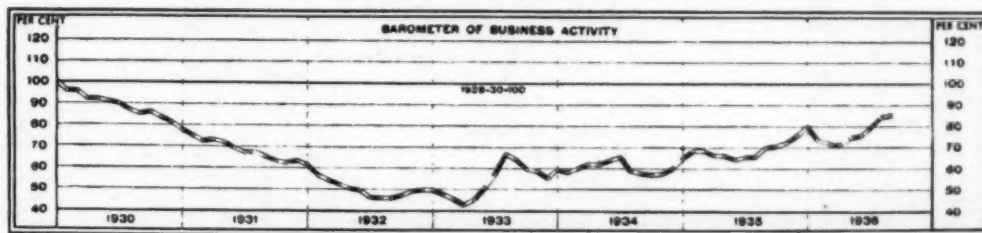
Mr. Abercrombie talked on his recent observations among jobbers about the country and the need for getting a fair profit. "I don't think I have seen as much optimism in years as exists now," he said. "With the business outlook promising, I don't see any reason in the world why jobbers should not get a profitable price for their merchandise," he continued.

Walter F. Welsh, of McMahan & Leib Co., Anderson, Ind., president of the association, presided, and E. E. Wood Nichols, executive secretary, reported on the status of this association which is considered the strongest of its kind in the country.

BUSINESS TENDS TO LEVEL OUT AT HIGHEST SINCE 1930



This map represents business conditions in every state of the Union as shown in October, 1936, issue of "Nation's Business" official publication of the United States Chamber of Commerce.



BASED ON INFORMATION SUPPLIED BY DUN & BRADSTREET, INC.

Business Conditions in Brief

The Nation's Business Map, indicating conditions as of September 1, reflected the effects of the drouth in August in the west central areas and in parts of the Southwest.

The Barometer of Business Activity rose slightly during the month but showed a trend toward levelling out at the highest point since late 1930.

In agricultural products corn suffered most from the drouth and doubled in price from mid-June to mid-August, passing wheat for a time. Rains in many states were not expected to add much to corn but should help in root crops. Possibly large imports of Argentine corn were indicated.

Industry and trade maintained a high volume for mid-summer. Steel output reached the year's peak rate. Model changes retarded automobile production. Electric power made successive new high all time records. Petroleum output remained high. Gains in carloadings were less impressive, with crop damages assigned as the reason.

Failures held at the 16-year low record.

August Sales 7.7% Above 1935

SALES of confectionery manufacturer-wholesalers during August, 1936, the first month of fall season sales, were nearly 8% above those of August last year according to the Department of Commerce report. The manufacturer-retailers sales were not quite 5% smaller than August, 1935.

August, 1936-1935 comparison showed a 7.7% gain for confectionery manufacturer-wholesalers as compared with a 4.1% gain for all manufacturers combined.

Leipzig Fair Shows Trade Recovery

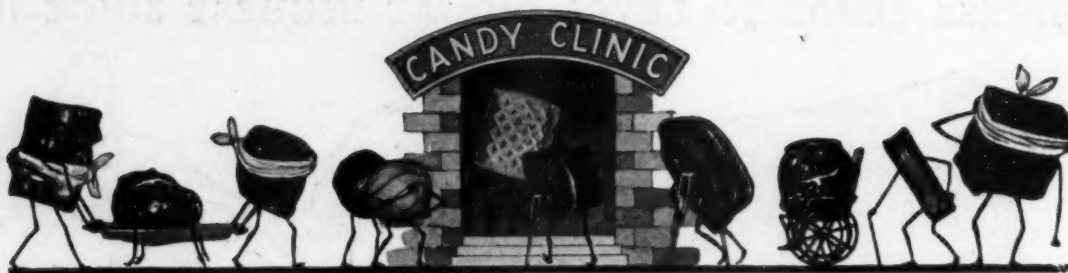
THE general recovery of world trade was indicated by the Leipzig Fair in Germany this Fall. The Fair attracted exhibitors and buyers from no less than 74 countries, and exhibits from 16 of the leading producing nations. One half of the visitors had attended 20 previous Fairs. The exhibits occupied upwards of 1,000,000 square feet of floor space and were more numerous and varied than last year. The Fair, which has been held for 700 years, is a dependable barometer of world trade conditions.

Confectioners Get FHA Loans

ACCORDING to the trade release from the Federal Housing Administration insured notes for store modernization (including bakery and confectionery shops) from August 1, 1934, through June 30, 1936, number 28,553 and amounted to \$24,089,487.

Notes for manufacturing plants (including the necessarily large number of bakeries and confectionery plants) numbered 2,304 and amounted to \$6,238,432, with 504 totaling \$1,428,788 for structural alteration and repairs and 1,800 amounting to \$4,809,644 for machinery and equipment. All the money was private capital advanced by banks, building and loan associations, and other private financial institutions insured against loss by the Federal Housing Administration.

Imports of candy and confectionery for the month of July, 1936, totaled 103,182 pounds with a value of \$15,598.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Salted Nuts and Chewy Candies

Code 10A 36

Caramels—2 ozs.—5c

(Purchased in a Retail Candy Store, Boston, Mass.)

Appearance of Package: Good. Printed cellulose wrapper. Six caramels on a board strip.

Size: Good.

Vanilla and Chocolate Caramels—

Colors: Good.

Texture: Good.

Taste: Good.

Remarks: The best caramel packet that the Clinic has examined this year. Caramels are well made and good eating.

Code 10B 36

Light Coated Fig Bar—2¾ ozs.—5c

(Sent in for Analysis—No. 4235)

Appearance of Bar: Good. Printed glassine wrapper, cellulose window.

Size: Large.

Coating: Light. Good for a 5c bar.

Center: Fig paste.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best fig bar that the Clinic has examined this year. Bar weighed almost 3 ozs. Suggest the cost of this bar be checked.

Code 10C 36

Light Coated Date Bar—2¾ ozs.—5c

(Sent in for Analysis—No. 4236)

Appearance of Bar: Good. Printed glassine wrapper, cellulose window.

Size: Large.

Coating: Light. Good for a 5c bar.

Center: Date paste.

Color: Good.

Texture: Good.

Taste: See remarks.

Remarks: Bar is of good size and well made but lacked flavor; could not tell what it was. If dates are used we suggest considerably more be added, as the dates could not be tasted.

Code 10D 36

Light Coated Vanilla Chew Ear—1 oz.—3 for 10c

(Purchased in a grocery store, Boston, Mass.)

Appearance of Bar: Good. Printed in wax paper wrapper.

Size: Good.

Coating: Light. Not up to standard.

Center—

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: The coating has a very cheap taste. Center lacked flavor. Bar is not up to the standard of other 5c bars of its kind.

Code 10E 36

Coconut Taffy—1¾ ozs.—3 for 10c

(Purchased in a grocery store, Boston, Mass.)

Appearance of Bar: Good. Printed red cellulose wrapper.

Size: Good.

Coating: Dark. Not up to standard.

Center—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: Coating is not up to the standard used on good 5c bars. Center is good eating; has a good coconut taste.

Code 10F 36

Salted Pecane—1 oz.—10c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Cellulose bag, printed card clip on top.

Size: Good.

Color of Nuts: Good.

Texture: Good.

Salting: Not enough used.

Taste: Good but would be better if more salt were used.

Remarks: Pecans were of good quality, one of the best that the Clinic has examined this year. Suggest that more salt be used.

Code 10G 36

Molasses Candy—2¼ ozs.—3 for 10c

(Purchased in a grocery store, Boston, Mass.)

Appearance of Bar: Good. Printed wax wrapper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This bar is well made and had a good flavor.

Code 10H 36

Salted Spanish Peanuts—1¾ ozs.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Package: Good. Printed cellulose bag.

Size: Good.

Roast: Good.

Texture: Good.

Salting: Good.

Taste: Good.

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We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

Company _____

Street _____

City _____

Mark for attention of _____

Copyright, 1936, California Fruit Growers Exchange,
Products Department

Remarks: This is one of the best salted Spanish peanuts that the Clinic has examined this year. A good eating salted peanut.

Code 10I 36

Assorted Caramels—6 ozs.—25c
(Purchased in a drug store, New York City)

Appearance of Package: Good. One-layer green box, silver seal in center, cellulose wrapper.

Appearance of Box on Opening: Good; fifteen pieces, wax wrappers.

Contents:

Vanilla Caramels—

Color: Good.

Texture: Good.

Taste: Good.

Vanilla Raisin Coconut—

Color: Good.

Texture: Good.

Taste: Good.

Vanilla and Pistachio—

Color: Good.

Texture: Good.

Taste: Rancid.

Vanilla Nougat—

Color: Good.

Texture: Good.

Taste: Fair.

Chocolate Caramel—

Color: Good.

Texture: Good.

Taste: Good.

Vanilla Nut Caramel—

Color: Good.

Texture: Good.

Taste: Good.

Licorice Caramel—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is the best box of wrapped caramels that the Clinic has examined for some time. Well made and of good quality. Suggest the vanilla and green caramel be left out

of the assortment as it did not taste good.

Code 10J 36

Wrapped Nougat—1 lb.—19c—
Sold in bulk.

(Purchased in a drygoods store, New York City)

Appearance of Piece: Good. About 25 to the pound. Each piece wrapped in wax paper. White nougat with colored pieces of gums.

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Too much cannot be expected of this priced candy.

Code 10K 36

Assorted Chewy Toffees—19c the lb.

(Purchased in a department store, New York City)

Appearance of Pieces: Good. Each piece wrapped in a printed wax paper.

Color: Good.

Texture: Good.

Flavors: Fair.

Remarks: Piece is well made, but flavors are not up to standard.

Code 10L 36

Salted Peanuts—2 ozs.—5c

(Purchased in a railroad depot, New York City)

Appearance of Package: Good. Printed wax bag.

Size: Good.

Roast: Good.

Texture: Good.

Taste: Good.

Salting: Good.

Remarks: A good eating salted peanut.

Code 10M 36

Salted Peanuts—2¼ ozs.—5c

(Purchased at a newsstand, New York City)

Appearance of Package: Good. Printed cellulose bag.

Roast: Uneven.

Texture: Fair.

Taste: Fair.

Salting: Good.

Remarks: Peanuts were not evenly roasted, which spoils the eating, as some had a raw taste. Peanuts either were mixed or the oil was too hot when peanuts were roasted.

Code 10N 36

Honey Scotch—2¼ ozs.—12 pcs.—5c

(Purchased in a drug store, New York City)

Appearance of Package: Good; 12 pieces, wax paper wrapped, in a printed boat with cellulose wrapper over all.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: Piece is well made and is good eating. Neatly packed. One of the best on the market of its kind.

Code 10O 36

Chocolate Coated Molasses Candy 6 pieces—5c

(Purchased in a cigar store, New York City)

Appearance of Package: Good; six coated pieces of molasses on a board. Cellulose wrapper, blue and gold seal.

Size: Good.

Coating: Dark; fair.

Center—

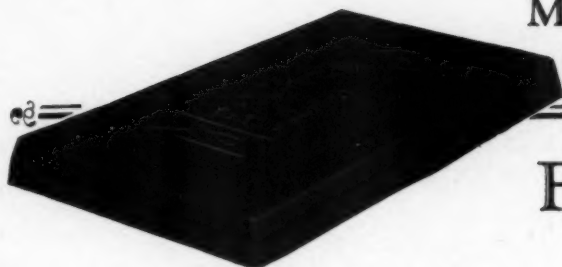
Color: Good.

Texture: Good.

Flavor: Good.

Remarks: Center is well made and had a good flavor, but coating is not up to standard; cheap tasting coating.





MERCKENS FONDANT PROCESS COATING

Flavor Not Hunger SELLS CANDY

And the same care and consideration given your centers should be used in choosing your Chocolate Coatings. Tempt your customers into buying MORE. MERCKENS Chocolate Coatings will help.

Write for samples — Cheerfully furnished.

MERCKENS CHOCOLATE CO., Inc.

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BRANCHES
New York—25 W. Broadway. Los Angeles—412 West Sixth St. Boston—
131 State Street. Chicago—Handler & Merckens, Inc., 180 W. Washington St.

AGENCIES
Salt Lake City, Utah.....W. H. Bantz Company
Denver, Colo.Western Bakers Supply Co.



Code 10P 36

Rum & Butter Toffee—25c the pound.

(Purchased in New York City)

Appearance of Piece: Good. Gold printed red wax paper.

Color: Good.

Texture: Grained.

Taste: Rancid.

Remarks: There are a number of American-made toffees that are far superior to any of the English-made toffees. This piece is not good eating and is not made right, as it had completely grained.

Code 10Q 36

Iced Coated Fudge Caramel Peanut Bar—2¼ ozs.—5c

(Purchased at a newsstand, Amherst, N. H.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Printed glassine, cellulose window.

Coating: Sugar, iced; good.

Center—

Texture: Good.

Taste: Good.

Remarks: Bar would eat better if the iced coating was left off. The coating makes the bar too sweet.

Code 10R 36

Fruit Jellies—2 ozs.—5c

(Purchased in a drug store, Amherst, N. H.)

Appearance of Package: Good; 5 pieces sugared jellies in a tray. Printed cellulose wrapper.

Size: Good.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: These jellies are real jellies, well made and the quality is good. One of the best jelly pieces on the market.

Code 10S 36

Rum & Butter Toffee—19c lb.— Sold in bulk.

(Purchased in a drug store, New York City)

Appearance: Each piece wrapped in printed red wax paper.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: One of the best toffees on the market and cheaply priced at 19c the pound.

Code 10T 36

Brazil Nut Roll—1½ ozs.—5c

(Purchased at a newsstand, Amherst, N. H.)

Appearance of Bar: Good. Amber-colored cellulose wrapper, foiled paper strip inside with name and address. See remarks. Bar is made of a chocolate fudge center coated with caramel and rolled in Brazil pieces.

Size: Good.

Texture: Good.

Taste: Good.

Remarks: Bar is well made and of good quality. This is one of the best bars of its kind on the market. Suggest the wrapper be printed, as the strip was sticky and the name could hardly be read.

Code 10U 36

Butterscotch—25 pcs.—5c

(Purchased in a drug store, Amherst, N. H.)

Appearance of Package: Good. Pieces wrapped in printed wax paper, packed in a red printed tray; cellulose band to keep pieces in tray.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is the largest butterscotch package of its kind on the market. Piece is well made; one of the best of its kind on the market.

Code 10V 36

Rum Fudge—2 ozs.—5c

(Purchased in a drug store, Amherst, N. H.)

Appearance of Bar: Good.

Size: Fair.

Wrapper: Colored cellulose, printed paper band.

Chocolate Coating: Dark; good.

Center—

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: Bar is well made and of good quality. Suggest bar be made larger and not as thick, as it looked small.

Code 10W 36

Assorted Salted Nuts—3 ozs.—10c
(Purchased in a 5c and 10c store, Chicago, Ill.)

Appearance of Package: Fair. Plain cellulose bag used.

Contents: Cashews, Brazils, almonds, pecans.

Roast: Good.

Texture: Good.

Salting: Good.

Remarks: Most of the cashews were pieces, which spoiled the appearance of the package. Suggest a printed bag be used and sealed on the top. Nuts and packing are not up to standard of the 10c bags of nuts.

Code 10X 36

Assorted Nuts—½ lbs.—30c
(Purchased in a retail store, San Francisco, Calif. Sold in bulk.)

Roast: Good.

Quality: Good.

Texture: Soft.

Salting: Bad.

Taste: Fair.

Remarks: Nuts used are of good quality, but salting spoiled the taste, as there wasn't any salt on the nuts. Suggest salting be checked up; salt that had came off of the nuts was too fine. Use salt about the same as a fine table salt and put on nuts as soon as they are roasted, then cool as quickly as possible. Nuts are cheaply priced at 60c the lb.

Code 10Y 36

Assorted Chews—1 lb.—25c
(Purchased in a retail candy store, San Francisco, Calif. Sold in bulk.)

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is a good assortment of chews and they are well made. The lemon had a slight "off" taste, also the piece that had the almond flavored center. Suggest these pieces be checked up.

Code 10Z 36

**French Caramels—1 lb.—65c—
Sold in bulk.**

(Purchased in a candy store, Chicago, Ill.)

Appearance of Caramels: Fair. See remarks. Vanilla, chocolate caramels, nougat center.

Colors: Good.

Texture: Good.

Taste: Good.

Remarks: Caramels were in chocolate colored glassine cups. All were stuck to cups. Suggest white wax paper cups be used.

Code 10AA 36

Assorted Chews—1 lb.—10c
(Purchased in a 5c and 10c store, Chicago, Ill.)

Appearance of Piece: Good. Each piece wrapped in a printed wax wrapper.

CANDY CLINIC SCHEDULE FOR 1936

The monthly schedule of the CANDY CLINIC for 1936 (exclusive feature of The MANUFACTURING CONFECTIONER) is as follows:

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Home Makes; 10c-15c-25c Packages Different Kinds of Candies

MARCH—Assorted One-pound Boxes of Chocolates up to \$1.00

APRIL—\$1.25-\$1.50-\$2.00 Chocolates; Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge; Caramels

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—All Bar Goods; 5c Numbers; 1c Pieces

OCTOBER—Salted Nuts and Chewy Candies

NOVEMBER—Cordial Cherries; Panned Goods

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

Colors: Good.

Texture: Good.

Flavors: Fair.

Remarks: Flavors are not up to standard. Of course, too much can not be expected at the price of 10c the lb.

Code 10BB 36

**Vanilla Caramels—1 lb.—20c—
Sold in bulk.**

(Purchased in a 5c and 10c store, Chicago, Ill.)

Appearance of Piece: Good. Each caramel wrapped in a printed wax paper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A good eating caramel for this price.

Code 10CC 36

Butterscotch—1 lb.—20c—Sold in bulk.

(Purchased in a 5c and 10c store, Chicago, Ill.)

Appearance: Each piece wrapped in printed wax paper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating caramel—not a butterscotch—at the price of 20c the lb.

Code 10DD 36

**Louisiana Caramels—1 lb.—65c—
Sold in bulk.**

(Purchased in a candy store, Chicago, Ill.)

Appearance: Piece is a vanilla caramel,

pecan half on top and bottom.

Color: Good.

Texture: Very hard.

Pecans: Good.

Taste: Good.

Remarks: Piece is well made but entirely too hard. Suggest a white wax cup be used in place of the chocolate colored glassine cup.

Code 10EE 36

**Salted Jumbo Peanuts—6 ozs.—
10c—Sold in bulk.**

(Purchased in a 5c and 10c store, Chicago, Ill.)

Roast: Good.

Texture: Fair.

Salting: Fair.

Taste: Fair.

Remarks: Peanuts are not up to standard. Looked as if they were roasted too quickly or oil was too hot when peanuts were roasted. Salt is too fine, very little on nuts.

Code 10FF 36

**Salted Spanish Peanuts—1 lb.—
16c—Sold in bulk.**

(Purchased in a 5c and 10c store, Chicago, Ill.)

Roast: Fair.

Texture: Tough.

Salting: Fair.

Taste: Fair.

Remarks: Peanuts are not up to standard, roasting not right. Either oil was too hot or peanuts were not roasted long enough. Outside of the peanuts looked brown, inside almost white and raw. Salt too fine and very little on nuts.

for you



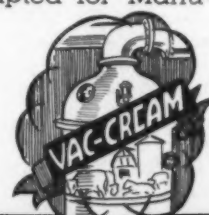
Mr. Candy Manufacturer

Remember, There's a
SENNEFF PRODUCT
to meet your every requirement
Quality Products, rightly priced
assures lower production costs.

TRY MASTER MILK

Our new dairy product, made in the heart of America's Dairyland, is especially adapted for Manufacturing Confectioners who demand volume production and high quality in caramel and fudge work.

WRITE TODAY for Prices, Special Formulas and a copy of our new Candy Makers' Guide.



SENNEFF-HERR COMPANY

Sterling, Illinois

Code 10GG 36

Honey Bar—2 ozs.—5c

(Purchased in a railroad depot.)

Appearance of Bar: Good. Inside wrapper of wax paper, outside of printed glassine.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Almonds: Good.

Remarks: This is a good honey chew bar, well made and had a good taste. Almonds well roasted.

Code 10HH 36

Butter Toffee—1 oz.—5c

(Purchased in a railroad depot)

Appearance of Bar: Good.

Size: A trifle small.

Wrapper: Tinted, printed cellulose.

Coating: Light; good.

Center: Butter toffee with small pieces of roasted nuts.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good eating butter toffee bar. Suggest bar be made thinner and longer to give it size. It looks too small for a 5c bar.

Code 10II 36

Toffee—1½ ozs.—5c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of Package: Good. Open face printed boat used for container. Cellulose wrapper.

Size: Good.

Color: Good.

Texture: Fig and mint pieces grained.

Flavors: Fair.

Remarks: Toffee is neatly "put up." Formula needs checking up as the grained pieces did not eat good. Flavors, except rum, need checking up.

TRADE MARKS for Registration

★ THE following list of trade-marks, published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within thirty days after publication of the marks, a formal notice of opposition.

SWEETHEART and cupid design, flakes and brittles and other miscellaneous candies such as creole pralines. Use claimed since May 1, 1932, by Cecil R. Cook, doing business as Cook's Confection, New Orleans, La.

DRURY LANE, packed chocolate candies. Use claimed since Oct. 20,

1934, by Hazel Hasham Cazes, doing business as Drury Lane Chocolates, New York, N. Y.

EATIES, chocolate candy. Use claimed since Aug. 1, 1935, by Roy Z. Hershey, assignor to Pitt Chocolate Co., Edgewood, Pa.

SMOOTH SAILIN, candy. Use claimed since Aug. 1, 1934, by F. A. Martoccio Co., doing business as Hollywood Candy Co., Minneapolis, Minn.

GARDEN GEMS and design, candy. Use claimed since July 30, 1935, by James M. Washburne Candy Specialty Corp., Long Island City, N. Y.

IT'S MADE ITS WAY BY THE WAY IT'S MADE, fudge icings, prepared flours for making cakes, fillings, puddings, desserts in powder form, etc. Use claimed since November, 1935, by Willmark Corp., New York, N. Y.

SEE'S FAMOUS HOME MADE CANDIES, candy. Use claimed since Jan. 1, 1926, by See's Candy Shops, Inc., Los Angeles, Calif.

LOVELL & COVEL MASTER-PIECES, candy. Use claimed since Oct. 10, 1921, by Lovell & Covell Co., Cambridge, Mass.

EDWARDS and checkered carton, marshmallows. Use claimed since Aug. 15, 1935, by E. H. Edwards Co., Chicago, Ill.

BB BERKLEY BRAND, chocolates, chocolate covered nuts, chocolate covered fruits, chocolate covered candies, syrups for use in pastry and other foods. Use claimed since May 15, 1934, by Berkowitz Bros., Inc., Newark, N. J.

KARM - O - POPS, candy. Use claimed since Feb. 14, 1926, by E. Rosen Co., Providence, R. I.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Felton Chemical Company Opens New Laboratories

Consistent with the growth and expansion of the Felton Chemical Company, Brooklyn, N. Y., the new, modernly equipped laboratories shown in the accompanying views, have recently been completed. Every facility for research and technical control in flavor manufacturing is provided, according to announcement by the company.

In addition to the factory and executives' offices in Brooklyn, the Felton Chemical Company maintains branch offices and stocks in principal cities throughout the United States.

Forecast U. S. Nut Production Drop in Pecans Greatest

THIS year's *pecan* production in the United States will be about one-third that of last year. The crop is estimated at 33,330,000 pounds, according to the Crop Reporting Board of the Dept. of Agriculture. The 1935 estimated production was 95,340,000 pounds. The 1936 volume represents a drop of nearly 27 million pounds from the 5-year average 1928-1932, of 55,983,000 pounds. Large decreases in Texas and Oklahoma account for most of the decline.

California almond production was estimated at 7,500 tons, compared with an average of 12,000 tons for the 5 years, 1928-32. This is the fifth year that almond production has declined.

The September 1 forecast of probable *walnut* production in California and Oregon is 44,600 tons. The 5-year average of walnut production in these states was 35,390 tons.

The estimated Oregon production of *filberts* is 1,120 tons.

Indications are that the *peanut* production, estimated at 1,237,295,000 pounds will be slightly lower than a year ago.

Ungerer Releases Price List

UNGERER & COMPANY, New York City, manufacturers of flavors, essential oils, aromatic chemicals, compounded bases, are now releasing to the trade their current price list showing the most representative of their flavors.

Spanish War Affects Almond Imports

THE Almond growing districts in Spain, with the exception of the Malaga area have not been seriously affected by the war, and crops are being harvested, according to a report from the U. S. Attache N. I. Nielsen at Paris, France. Trade, however is paralyzed in some Spanish ports and greatly restricted in others. In view of this and the fact that it would be almost impossible to complete financial transactions on any shipment from Spain, high prices for almonds from



New modernly equipped laboratories of Felton Chemical Company, Brooklyn, New York.

the Mediterranean basin are expected to continue as long as the war lasts. Italian growers generally are holding back, feeling that the war will keep Spanish almonds from moving in volume for some time. It may be that with some new crop becoming available, and since importers are buying on a hand-to-mouth basis, prices will recede some.

1936 Quotas Established on Imported Sirups and Sugar Mixtures

THE quantities of sirups and sugar mixtures which compete with ordinary sugar and which can be imported into the United States during the calendar year 1936 have been limited by quota regulations in accordance with the provisions of the Jones-Costigan Act and Public Resolution No. 109, approved June 19, 1936, the Agricultural Adjustment Administration announced recently. It has been found that limitation on the importations of sirups and sugar mixtures which compete with ordinary sugar was necessary to protect the operations of the sugar quota system established under the Act.

Candy Industry Directory Published

THE Fifth Annual Directory of Confectionery Manufacturers was published October 15 by the Confectionery Buyer, division of The Manufacturing Confectioner Publishing Co. It was distributed to 10,000 candy buyers throughout the country. The Directory lists the manufacturers who sell nationally or sectionally through a state or more. Five hundred listings were added this year, making a total of 136 pages. Firms are listed according to types of confections. Copies will be available at \$1.50 each.

A meeting of the Candy Manufacturers of the Twin Cities was held October 5 at St. Paul Athletic Club, St. Paul, Minnesota. Max F. Burger, Secretary of the National Confectioners' Association, attended the meeting.

Fritzsche Enlarges Boston, Philadelphia Branches

FRITZSCHE BROTHERS, INC., New York, has augmented the sales staff of two of its important branches—Boston and Philadelphia. Charles H. Milton has been transferred from the New York plant to New England territory where he will assist M. J. Niles, Manager of the Boston Office.

Warren R. Godfrey, formerly Production Manager of Lang's Beverages of Buffalo, has been sent to the Philadelphia office, from which center he will cover parts of Pennsylvania and New Jersey, the District of Columbia and the states of Maryland and Virginia. Rearrangement of this territory, parts of which were covered formerly by representatives William F. Kiefer and George R. Fellows, was made necessary by the greatly increased business enjoyed by the company.

Coinciding with the above announcements comes word that Fritzsche Brothers, Inc., has removed its Philadelphia offices to 12 South 12th Street, one of the city's newest and finest office buildings.

Brazil Nut Supply Is 15% Below Last Year

ESTIMATES released by the Brazil Nut Association indicate that import tonnage of Brazil nuts has dropped about 15% below 1935 levels. At the close of the third quarter 8,282 tons bulk nuts and 95,350 cases (66 lbs. each) shelled, have been brought in. All but 882 tons and 10,150 cases entered through Atlantic ports, principally New York; the balance coming in through west coast ports.

Ordinarily the heaviest imports occur during the last three months of the year. But this condition will not occur this year. Recent advice from Para and Manaus, Amazon River shipping centers, indicate that only small supplies are available. This has been a drought year in the Amazon basin. Many small streams have dried up. Low water levels prevent traders from bringing nuts down to market as the only means of transportation in the jungle is via water. The nuts grow only in the jungle. Numerous caches of 500 tons or more are "stranded" until next year at river junctions in the back country.

High prices at the source, which have prevailed throughout the year, have retarded commitments all along the line. This rise is shown by comparing today's with year-ago prices in two of the numerous classifications.

Medium-shelled: 1936—29c lb.; 1935—23-24c lb.

Large-washed (in the shell): 1936—15c lb.; 1935—12c lb.

Despite these discrepancies the Association believes its advertising campaign now in the third successive year will again help to move practically the entire imports out of first hands and also avoid year-end carryovers of retail stocks.

New Type Sample Case

A NEW type of salesman's sample case has been introduced by the American Trunk and Case Co., Chicago. In vertical accoridian style, it combines compactness and greater visibility when opened for display.

The Robert A. Johnston Co. have recently completed expanding and re-equipping their laboratory. In the department, under the direction of Edward C. Johnson, new processes have been perfected for the developing of cocoa, for blending chocolates and for producing cookies and crackers.



YOU CAN SAVE

ENOUGH TO PAY FOR THE SUGAR

MIKRO-PULVERIZER

(Reg. U. S. Pat. Off.)

BY REDUCING YOUR COSTS ON
POWDERED SUGAR

- Many confectionery and chocolate manufacturers have proven that the Mikro-Pulverizer quickly pays for itself in power savings alone.
- Dustless in operation it produces 4X, 6X or ultra-fine powdered sugar, without fans, cyclones, separators or bolters. Capacities from 200 lbs. to 6000 lbs. per hour.
- Even though your requirements are small or you are now buying sugar already pulverized, you should investigate now.
- Send us a small sample of your powdered sugar for fineness analysis, and tell us how much you need per week or month. No obligation, of course.

PULVERIZING
MACHINERY COMPANY

127 VALLEY ROAD
ROSELLE PARK, NEW JERSEY



Since psychology has established a definite relationship between the appearance of food and its appetite-producing value, it is of utmost importance to combine *clarity* and *brilliance* with *purity* in food. Constant research by our chemists has resulted in the production of food colors whose *complete solubility* and remarkable brilliance are equaled only by their purity.

THE FIRST PRODUCERS
OF CERTIFIED FOOD COLORS.

Let us help solve your flavor problems with an "ATLAS" FLAVOR for every purpose.

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LOS ANGELES

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

AT LAST the extreme hot weather in the Middle West is broken and there have been good rains throughout most of the territory. It is more livable than it has been for many months. The crop situation throughout this section is acute. Iowa will have some corn—it is estimated from 35 to 50 per cent normal—but the remainder of the states will not have much to offer. In spite of the above conditions the candy business has held up extremely well and the buying the past few weeks for the school trade has been practically normal, and everything points at this time to a continuation of the same for the remainder of the season.



The Sifers Candy Co., Iola, Kans., is manufacturing some items for the jobbing trade. The firm is entering this field more actively than at any time in its many years of business.

Milton Tappan, sales manager of the Johnson Biscuit Co., Sioux City, Iowa, advised me that their bookings for fall on their chocolate specialties to the jobbing as well as the retail trade is the heaviest they have had for years. Here's wishing you a continuation of this condition, Milt.

The following story came from Hymie Zorinsky, candy buyer for M. Venger & Sons, Omaha, Nebr.:

Elsie: "My mummy got a nice present yesterday an' she threw her arms around daddy's neck. What does your mummy do when she gets a nice present?"

Eddie: "She tells daddy she'll forgive him, but he musn't stay out late again."

Cap Coker, of the firm bearing his name in Parsons, Kans., and, by the way, one of the most progressive candy jobbers in Kansas, enjoys a good story and also enjoys telling them. Here's his latest:

"Are you familiar with mules?" asked the farmer of the new colored employee.

"No, sir!" he replied with great certainty. "Ah knows too much about dem to be familiar wit' 'em!"

Eugene Sears, candy buyer for the Karnett Cigar Co., Omaha, Neb., which position he has held for several years, resigned a few days ago and is moving to Portland, Ore. I was unable to ascertain with whom he will be associated on the coast but Jean knows the business, and whoever gets him will get a well-posted man in the candy business. Good luck, Jean, in your new position.

I read the following in the Kansas City Star a few days ago:

"STAYS SLIM ON A CANDY DIET. Hollywood, Cal.—It doesn't make sense but the wispiest movie star in Hollywood is also the colony's champion candy eater. She is Katherine Hepburn. Her weight is 105 pounds, and it stays that way despite the average of twelve pounds of candy per week that she stows away." Would that it were possible for all the ladies in the country to read this article!

Candy is a food! Eat more candy! Put this slogan on all your advertising matter. Continuity of a suggestive slogan will surely bring results. Proof: What have the United Fruit Growers' Association done with oranges?

The following came from George Schutter of The Schutter-Johnson Candy Co., Brooklyn, N. Y.: "Your lady friend has fainted," said the steward to the Scotch passenger on the "Dempo," "shall I bring her to?" "Bring her three," replied Sandy, "and I'll have one myself!"

18th Canadian Convention Held

THE 18th Annual Convention of the Confectionery, Biscuit and Chocolate Industries of Canada was held at the Mount Royal Hotel, Montreal, on September 17. The Convention was exceptionally well attended, every important manufacturer being represented.

Mr. W. H. Hamblin of Hamblin-Metcalf, Kitchener, Ontario, was elected President, with Mr. R. H. Bedell continuing to act as Secretary and Manager for the year 1936-1937.

New York Credit Group Meets

DUN & BRADSTREET announce that the first meeting of the New York Confectionery and Chocolate group was held September 22 in the offices of the Association of Manufacturers of Confectionery and Chocolate, Hotel Pennsylvania.

Quality Caramels on Production Basis

(Continued from page 24)

not exceed 125 lbs. and should preferably be between 80 and 100 lbs.

To manufacture caramels on a tonnage basis requires a large battery of double action stirring kettles. Single action stirrers are inefficient and expensive in the long run. The stirrers should be equipped with efficient scrapers so constructed and arranged that the entire cooking surface of the kettle is continually scraped. An economical installation of premix kettles can be arranged so that the small batches do not have to be individually set up.

Premixing and Cooking Equipment

For this purpose very large kettles of the gum type are used, and, of course, are filled to capacity. These kettles should be equipped with double action stirrers operating at high speed in order to insure a thorough emulsification of the batch during premixing. It is also advisable to have at least two premix kettles so that one can be loaded while the other is being discharged, and yet give sufficient time for prolonged agitation and emulsification of the fresh batch before drawing off to the cooking kettles. The premix kettles should be connected by pipes and pumps to the cooking kettles in order to reduce handling. In this connection it has been found most helpful in production to have the pump under the premixing kettle running constantly after loading. When the cooking kettles are not being loaded the operator may then by-pass the mix from the bottom to the top of the premix kettle. The action of the pump has a very definite effect on strengthening the emulsion and imparting greater uniformity to the entire batch in the kettle.

Premixing and Cooking Method

As stated before, it is highly desirable that a complete emulsification be secured before actual cooking is started, as only by this means can the best shelf life, color and texture be secured. In setting up the batches all ingredients are placed in the premixing kettle, including the milk and added fat, and small amounts of heat are applied to dissolve the fat and thin out the corn syrup. This premix should be agitated at a faster speed than ordinarily and for a long enough time to insure a thorough emulsion. The



Convincing the Consumer

Of importance to those who buy your product is the Flavor. Each time your candy is tasted it is being tested, for your customers are buying a taste sensation, and if it is lacking they will quickly change to some other brand. Profitable volume business is built by using delicious flavors that give a definite, lasting taste thrill, and Flavors such as

PINEAPCO MM&R

(No amyl and ether characteristics)

WILD CHERRY FLAVOR MM&R

BUTTERSCOTCH FLAVOR MM&R

RUM and BUTTER FLAVOR MM&R

ROOT BEER "C" MM&R

MOHAWK OIL PEPPERMINT

*Three qualities—Triple Distilled, Redistilled,
Single Distilled*

IMITATION VANILLA 8 FOLD MM&R

will give your candy the distinctive consistency that consumers eagerly accept. May we convince you, too? Inquiry will bring a sample that proves the point.

MAGNUS, MABEE & REYNARD, Inc.

32 Cliff Street, New York
444 W. Grand Ave., Chicago

ESSENTIAL OILS AND
CONCENTRATED FLAVORS
SINCE 1895



TOFFEE FLAVORS

that give the creamy richness
typical of English toffees

Creme Toffee
Rum & Butter Toffee
Honey & Butter Toffee
Butter Toffee (Scotch)

WRITE ON YOUR FIRM'S
LETTERHEAD FOR SAMPLES

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SCHIMMEL & CO., Inc.

601 West 26th Street
New York, N. Y.

pump under the premixing kettle should be started as soon as the mixture is apparently complete in order to facilitate this emulsion by passing the mixture from the bottom to the top of the kettle. If difficulty is experienced in getting the fat to mix in the emulsion, it is definite proof that the milk used is not an efficient emulsifier. This may be due to several causes, but in the last analysis it narrows down to the fact that a part of the casein has been rendered insoluble, and it is therefore not holding the water so as to permit the fat to mix with the other ingredients. In such cases, the addition of 1% of lecithin, based on the total weight of the fat employed in the batch, will insure a complete dispersion of the fat through the batch and a proper emulsion. As soon as the batch in the premix kettle is thoroughly emulsified, it may be pumped to the smaller cooking kettles. In a quality caramel it is important to cook the batch as fast as possible, and it is therefore necessary to employ at least 100 lbs. of steam pressure during cooking. If a thorough emulsion has been obtained in the premixing kettle, the batch will cook with a rolling boil and will finish off with a light color.

Cooling Equipment and Method

After cooking is completed the batches should be taken from the kettle and poured as quickly as possible. Otherwise, they will have a tendency to darken. The batch should be poured either on water jacketed cooling slabs or regular caramel pans, but whichever method is used they should be spread to the thickness of the finished piece. In my opinion a quality caramel should never be sized, for pressure breaks the emulsion and impairs the shelf life and stand-up of the caramel. This applies whether you are making a stand-up, a wrapped, or a coated caramel. If pans are used they should be placed in racks, or separated by feet on the bottom of the pans so that there is sufficient space between each pan to carry off the heat as they cool. The pans, of course, should be placed in a cooling room to carry off the heat as fast as possible, and keep down color development. Spreading the batch thin is also an advantage where lighter color is desired, as this assures quicker cooling. After the caramels are thoroughly cooled and set, they are cut and finished.

Conclusion

I believe that everyone will agree that a well made caramel is one of the finest of confections. With our experience during the past 20 years it seems important that we keep quality uppermost in our mind if we are to keep caramels in the public favor. On the other hand, unless a manufacturer is willing to install the most modern and economical equipment he will be unable to compete except by sacrificing quality. In conclusion, therefore, let us remember the following four salient points for quality caramels on a production basis:

1. Use modern equipment and economical production methods.
2. Use good whole milk and plenty of it.
3. Use plenty of fat for texture, flavor and chewing properties. Remember, however, that coconut oil has no flavor and that a good percentage of your total fat should be cow's fat.
4. Be sure you have a complete emulsion of all of your ingredients before cooking.

Kraft to Build 2-Million-Dollar Plant In Chicago; Including Confectionery

KRAFT-PHENIX CHEESE CORPORATION will begin immediate construction in Chicago of a two million dollar air conditioned plant to be completed early in the summer of 1937, according to announcement October 4 by James L. Kraft, President. Production facilities for the confectionery division will be included in the huge 9-story building.

The plant will be the international headquarters for operations of all Kraft factories throughout the world. The National Dairy Products Corp., of which Kraft-Phenix is a subsidiary, will also have offices in the new building. The location, near the lake front, will be bounded by Grand Avenue, Illinois Street, and Peshtigo Court.

Five floors will be devoted to manufacturing and storage, including salad dressing and confectionery products and the packaging of "Philadelphia" cream cheese. Large adjacent rooms with plate glass partitions will permit visitors to view the various manufacturing processes. Research and control laboratories and an extensive home economics department including kitchen and dining room will be among the interesting features on the upper floors. Here will also be the general offices and visitors' reception rooms.

For the convenience of employees the new plant will have a recreation room, library, and cafeteria. These rooms will be so arranged that they can be converted into an assembly hall seating 800.

A minimum of 60,000 square feet of space will be devoted to confectionery production, according to Seymour Soule, Sales Manager of the Confectionery Division. Probably more will be required.

Starting about the first of the year, part of the Kraft caramels will be made at their plant in Kendallville, Ind., at the source of their milk supply. The present plant in Congress Street, Chicago, will eventually be abandoned. Sales have been ahead of production and the volume of sales has greatly surpassed that of a year ago.



DODGE & OLCOTT REFERENCE AND PRICE LIST, SEPTEMBER-OCTOBER, 1936—Issued by Dodge & Olcott Company, New York City.

YORK AMMONIA COMPRESSORS—A bulletin describing ammonia compressors ranging in sizes with V-belt, synchronous motor or flat belt drive, and illustrating the details of construction and important parts of the machines. Issued by York Ice Machinery Corporation, York, Pa.

1936 RETAIL SURVEY—A book providing a formula for profitable retail management and increased business life and is an effective reference for examiners and bankers in the judgment of commercial risks. Issued by Dun & Bradstreet, Inc., New York City.

MOLDING WITH LUMARITH—A 24-page booklet describing and illustrating the new development in the plastics field, which is injection molding with thermoplastic materials. Issued by Celluloid Corporation, New York City.

MATERIALS HANDLING EQUIPMENT—Folders describing lifters for hard to handle products. Issued by Lewis Shepard Co., Watertown, Mass.

MIXERS—A folder illustrating vertical bowl mixers from 12- to 140-quart capacity. Issued by Read Machinery Company, York, Pa.

GENERAL ELECTRIC MOTORS—Folders illustrating and describing the squirrel-cage induction motor, totally enclosed fan-cooled induction motor, splashproof induction motor and type KR totally enclosed hoist motor. Issued by General Electric Co., Schenectady, N. Y.

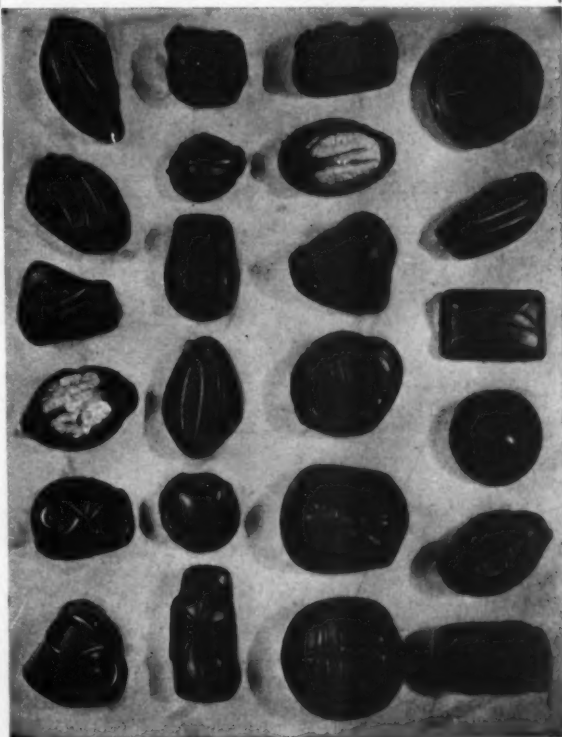
FRITZSCHE BROTHERS OCTOBER, 1936, WHOLESALE PRICE LIST—Issued by Fritzsche Brothers, Inc., New York City.

BRAZIL NUT BAKED GOODS—A 12-page booklet containing 15 new formulas for making bread, cake, cookies, pies and toppings with Brazil nuts. Issued by Brazil Nut Advertising Fund, New York City.

★ **WHEN** you use Hooton's Chocolate Coatings, you get all the things that count — flavor, smoothness, color, uniformity. It is because they are such fine coatings that you will find them on so many covered pieces.

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★ A line or two on your firm letterhead will bring samples.



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Add These to Your Library on Candy Information

REPRINTS are available of the articles appearing in *The Manufacturing Confectioner*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—25 cents each.

"THE PRODUCTION MAN SPEAKS on FLAVOR QUALITY in CONFECTIONS," by Otto Windt.—5 cents each.

"THE HOW AND WHY OF A THOUSAND ACCIDENTS IN CANDY FACTORIES," by Joseph E. Magnus.—5 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

"WHEN THEORY MEETS PRACTICE — COCOA-MILK," by Robert Whympster and C. P. Shillaber.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whympster, an international authority on chocolate manufacture.—\$2.50 per copy.

Send for your copies now!

The Manufacturing Confectioner

400 W. Madison Street

Chicago, Ill.

9th British Exposition Held

THE Ninth Annual Chocolate and Confectionery Exhibition was held at Olympia, England, in September. Sir Francis Terry stated that the present turnover of the industry was in the neighborhood of £1,000,000 per week; that the products were sold through 250,000 retail shops and agencies in the United Kingdom. The manufacturers employed more than 86,000 insured workers, and more than 700,000 tons of sugar are used annually.

O. J. Freeman Dies

OLIN J. FREEMAN, President of Candy Products Company, Portland, Oregon, died October 7. He had been a leader in the Western Confectioners' Association, as well as active in the N.C.A. In 1933 he was on the National Confectioners' Association Executive Committee and was also a Zone Chairman. At the time of his death he was the newly appointed State Chairman for Oregon.

Safety Lessons Learned

(Continued from page 29)

of the operation." Wondering whether this percentage were high for the industry, we asked an independent source to check the accident experience of the industry. The experience of a group of 25 Confectionery Manufacturers (of which we are one) shows, according to this check up, that in the same 18 month period 60 per cent of all lost-time accidents within that group involved fingers, hands and arms.

A challenge to our ability to control the methods of working is very apparent in the fact that 43 per cent of all lost-time accidents in this group, were finger accidents. In our own experience, only 7 per cent were finger accidents, whereas 19 per cent were hand involvements and 15 per cent were arm involvements. One man who is very active in Safety Prevention work and familiar with the hazards and experience of the Confectionery Industry ventured the opinion that if the industry eliminated finger, hand, and arm accidents our compensation rate would be cut in half. That 60 per cent makes us believe he is right.

Inspect Trucks, Boards Periodically

Internal trucking equipment—hand trucks, platform trucks, starch board trucks, and such similar rolling equipment—should be cleaned, oiled and inspected periodically, using the check-off system so that none are neglected. I believe that this work should be done semi-annually. Many hernias, strained ligaments and similar type accidents have been caused by the attempt to handle heavy loads on trucks with defective wheels and dry bearings.

The industry uses a great many starch boards and other boards for the handling of both finished and semi-finished products. Periodic inspection of these boards tends to eliminate the possibility of splinters and protruding nails, lessening the finger injury hazard.

Maple flooring is used rather generally not only in the Confectionery Industry but in all industries. Maple is durable and easily cleaned and has an inherent appearance of cleanliness, if it has not been stained.

Cool Your Chocolates on **BURMAK CRACK-LESS**



A NEW BELT — Single Texture Price
DOUBLE TEXTURE CONSTRUCTION
SINGLE TEXTURE FLEXIBILITY
SMOOTH BOTTOMS — LONGER LIFE

BURRELL BELTING COMPANY

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However, because of its close grained texture it is not an absorbent wood and liquids dropped thereon do not quickly disappear, but remain on the surface and become a hazard. Workers should be impressed that wet floors are dangerous and should be mopped up immediately. Too often the worker has replied, "I didn't clean the floor because it wasn't cleaning time." It is my contention that *any time is cleaning time* if the condition of the floor warrants it. Many serious accidents have been caused by slippery floors.

We cannot neglect to stress the necessity for goggles or some form of *eye protection* for every operation in which there is an inherent eye hazard. We realize that the workers are reluctant to wear goggles, but it is possible to obtain a type of goggle which provides protection and is not unduly uncomfortable. The most strenuous objectors to goggles seem to be those who do not normally wear glasses. We appreciate that there is a certain amount of discomfort on the bridge of the nose and behind the ears, but we tell them, "You'll have to get used to them just as you would to new glasses or a new set of false teeth, or, perhaps you'd rather break in a glass eye."

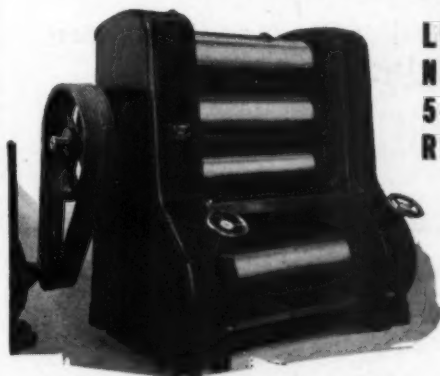
Accident Frequencies

Wage incentive systems are the rather universal method of payment in practically all industries, and some people who have not diagnosed the facts have made the statement that accident frequency has increased with the installation of incentive systems. I cannot substantiate those claims from any records which I have studied, and while I admit that our frequency rates have been higher during the last five years than they were in the preceding 5 years, the high frequency has been amongst the workers who are not paid on an incentive system, but who are employed in such departments as Shipping, Trucking, Maintenance, and Boiler Room. Frequency rates have not increased in the departments operating under the incentive system.

It has also been contended that accident frequency in the Confectionery Industry can be attributed largely to seasonal labor turnover. We realize that the labor demands of the industry are somewhat seasonal, but we cannot attribute lost-time accidents to that cause. Rather to the contrary, at least 75 per cent of our lost-time accidents have involved employees who have been with us 10 or more years, or those engaged in a

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Special **Glazed Enrober Belts** in either single or double texture—white or black finish.

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vocation in which they have had at least 10 years' previous experience. Our greatest accident frequency has been during the so called off-season.

The majority of the accidents in our plant during the past 5 years are in the "Handling Material" group, and have been caused by the carelessness or thoughtlessness of the injured or a fellow-worker.

Foreman's Responsibility

After mulling over some of the experiences which have been or should have been guide posts for our educational efforts, we are more convinced than ever that best results can only be obtained through education. This education cannot consist only of posters and safety literature, although these have their proper place and they augment other work which we must do. We are too prone to say, "We have posters displayed. That accident is just the type we warned against in the poster displayed two weeks ago. The man should have known better."

We know that the average worker may read the poster and he may read the safety message but his attitude is, "that's all right for the other fellow but it will never happen to me." Therefore, IF the management has provided every possible mechanical safeguard—clean, safe, and orderly workrooms and floors, and IF our educational program is thorough and interesting, and IF our Safety Committees are functioning as real live entities and not merely as paper organizations—the burden of accident prevention, education and instruction devolves on the Foreman. It is the Foreman's responsibility to instruct new workers in the correct and safe way to perform a job; such is part of instructing the new employee. The right way is always the safe way. It is also his responsibility to see that safe conditions prevail in his department and that all of his workers are working safely. It is also his responsibility to see that small and apparently minor injuries are not considered inconsequential, and that each receives First Aid treatment immediately. The stress of maintaining production schedules must not prevent immediate and proper treatment of so-called minor injuries. We realize that in considering any departmental function of any business we always say, "The Foreman is responsible for this and the Foreman is responsible for that," but I know of no way in which the Foreman can be relieved of this responsibility. It's part of his job.

"Guard Orders" Get Action

It is essential that authority to safeguard machines should be so delegated as to avoid delay. "Guard orders" to the mechanical department should receive immediate attention and it should not be necessary for all such orders to await the approval of the Workmen's Committee and then of the General Committee, with a resultant delay in some cases of several weeks. Accidents have occurred in these intervals of delay.

After reviewing our accident experience, it is gratifying and of some solace to find that not one accident in our memory or experience can be attributed to Management neglect or indifference. I have been with Henry Heide, Incorporated, for 15 years and I am proud to state that during this period the "blue pencil" has never been applied to a "guard" order or to an "accident prevention" order. We abhor accidents and will continue to exert every effort toward the elimination of all forms of disability, pain, and suffering.

MATERIALS

EQUIPMENT

ADLIST

let's look at the

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The SIMPLEX VACUUM COOKER

A revolution in the technique of
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VACUUM CANDY MACHINERY CO
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To All Types
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Add
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It will mellow and soften the centers to the right degree after they are coated and keep them free from fermentation.

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CONFECTIONERS' BRIEFS

Woodward in Council Bluffs, Iowa, has changed the name from John G. Woodward & Co., Inc., to **Woodward Candy Company, Inc.** **Carlton H. Woodward** has succeeded to the presidency of the firm since the death of his father several months ago. **G. E. Williamson** is sales manager.

Leo Latini is now at **Overland Candy Co.**, Chicago. **Jack Terrill** is no longer with Overland.

We understand that **F. J. Boedeker** of **Peerless Confection Co.**, Chicago, took some golf lessons. How is the golf, F. J.?

Haskins & Rohl, Inc., Esmond, R. I., have introduced a 10 cent sugarless candy bar for diabetics, called "Bean-O-Bar."

Among the prominent leaders in the confectionery field taking an active part in the Chicago Community Fund campaign for \$3,400,000 are **Jess H. Wilson** of **Schutter-Johnson Candy Co.**, chairman of the confectionery group, and **George H. Williamson**, of **Williamson Candy Co.**, chairman of the advisory committee.

Wallace-Leitzinger-Schaub Candy Co., Inc., Madison, Wis., have started in business at 213 S. Pinckney Street. They deal in confections, candies, nuts, etc. **F. H. Schaub**, **Lynn Leitzinger**, and **C. T. Wallace** are the owners.

Leonard Coates is back as superintendent at **Fannie May Candy Shops**, Chicago.

Maurice Levine, president of **Crystal Pure Candy Company**, Chicago, has been seriously ill at the Norwegian American Hospital, Chicago.

G. F. Grashorn, general manager of **Bordo Products Company**, Chicago, died September 19.

Charles W. Ray, after several years, has returned to **Stevens Candy Kitchens**, Chicago. **Mrs. Julia C. Steven** is President.

Mrs. Dorothy Wooden Archibald is now owner of the **Fannie May Candy Shops**, Chicago. It is understood that she will continue with the expansion program of **Fannie May Stores** started by her late husband, **H. Teller Archibald**.

The Dayton Vreeland Candy Co., Trenton, N. J., who are selling to chain and department stores, are rapidly getting into heavy production on a coconut toffee piece with pecans.

E. Rosen Company, Providence, R. I., have just completed an agreement granting them exclusive rights to use the name and pictures of the **Dionne Quintuplets** in connection with the sale of a special package of pops called "The Dionne Quint Pops" that will shortly be put on the market. Sales of the company will be directed by **Samuel Opler**, of New York, with the exception of the national 5 and 10c chains, which will be handled personally by **Mr. Samuel Rosen**.

W. J. Kayler, Treasurer of **Brock Candy Co.**, Chattanooga, Tenn., died October 3. He had been connected with the company for 26 years.

Rockwood & Company, Brooklyn, have added new items to their Penny Goods and bar lines.

Curtiss Candy Company, Chicago, is carrying on an outdoor advertising and newspaper campaign featuring **Dextrose** in their **Baby Ruth** bar. It is accompanied by a jingle contest with \$2.00 awarded daily.

Schrafft Sales Corporation, Brooklyn, N. Y., announces opening of a branch office and showroom at 54 West 23rd Street, New York. A complete display of **Schrafft's** products will be on hand at the new office.

Candy Manufacturers from different sections of the country met at the **Palmer House** in Chicago, October 1 and 2, to discuss industry problems.

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

Pointers on

PRINTING YOUR PACKAGES

★ By ERNST A. SPUEHLER

SINCE printing in its various forms is an important part of the confectionery manufacturer's packaging problems, he owes it to himself to have a reasonable knowledge of how to obtain most effective results within his particular cost limits. Comparatively few manufacturers exercise the same care in buying their printed package or wrapper as when purchasing their raw materials. Nevertheless, the money spent for necessary printing represents a considerable sum in the annual cost of packaged merchandise.

Although the printing cost is frequently hidden within the total cost of the finished package, it should not be taken for granted as an unalterable factor. There are numerous packaging materials, styles of package, methods of printing, and means of obtaining colorful effects. These offer many choices in combining materials and processes toward both the effective and economical package.

Merchandising minded manufacturers of today know that a well-designed and well-printed package has eye appeal that builds sales.

Printing prices are more or less standard, but they fluctuate according to the quality of the printing and the packaging materials used. In other words, you get just what you pay for, and you cannot expect miracles even from printers.

Call in the Artist and Printer

When there is a wide margin of profit to play with and expensive materials can be employed—such as imported papers and the finest printing processes—most anyone can produce a de luxe job. In producing the average candy package, however, the manufacturer must "watch his corners," and at the same time turn out a package that will do his product justice among its competitors. In a package which is well designed, the confectioner often makes the mistake of trimming costs at the expense of losing the intended

MR. SPUEHLER writes with authority on this subject of designing the package for practical production and effective results. He has a background of notable accomplishment in package designing in America and Europe. His success is based on a thorough knowledge of printing processes acquired through 17 years of plant experience in the printing industry. Mr. Spuehler has won a number of national awards in advertising and package designing. He recently redesigned the wholesale line of Marshall Field & Co., and is now retained by Swift & Company, E. J. Brach & Sons, and other outstanding firms. Mr. Spuehler is also Packaging Consultant for The MANUFACTURING CONFECTIONER and Member of its Packaging Clinic Board.



ERNST A. SPUEHLER

effect presented in the original artwork. Many times in an effort to make a saving, one or two colors are eliminated from the original design. The final result thus is deprived of the original attractiveness and personality which the artist created in the package.

The most satisfactory plan for obtaining best results is to call in both the artist and the printer at the start. The manufacturer should lay his cards on the table, indicating the expense limitations, which will be their mutual limitations once they have started. During the consultation the materials to be used should be selected. The artist should be informed of all the details so that he can work intelligently. If he knows the kind of paper, cardboard, foil, cellulose, etc., which will be used in the printed package he can construct his design with the proper color combinations that will get the most out of the materials employed—and accomplish it economically.

In designating the printing of the design on the package, the whole problem should be studied carefully from all angles. If it is desired, the artist can draw his original design with, for example, one less printing color and the money saved thereby can be spent for better materials, ink, and etc. By consulting together this can be accomplished far more satis-

(Turn to page 57)



TED LAX

ON THE RETAIL COUNTER

PACKAGE EYE APPEAL Sells the Merchandise

★ By TED LAX

Member, The Candy Packaging Board
THE MANUFACTURING CONFECTIONER

CONTINUING my theme of a few months ago—after speaking to manufacturers and others in the candy industry over a good part of the country, I am more convinced than ever that, outside of the search for new candy pieces or for something original in the candy field, the next most important thing that occupies the mind of the producer is how to dress up his present package or piece to give the product public attention and find a way to display it for “Eye Appeal.”

As a further help to me in my quest for knowledge in this business of packaging, I have at times assumed the role of an inquiring reporter at various railroad stations around the country, while I was waiting for trains. For example: I would watch a man or woman walk up to a stand in the terminal, hastily purchase a piece of candy without taking time to see what kinds of candy were displayed and start for the trains. In quite a number of these instances I have asked the purchasers just why they bought the piece they did, and in a great majority of cases was told that it attracted them because of its wrapper. Some also said that they knew the piece because it was advertised. Still others said they bought it because it was the nearest piece at hand, in other words conveniently located so they didn't have to reach across the counter to get it.

You will note that the biggest percentage said they were attracted to the package because of “Eye Appeal,” which proves that no matter how fine a piece of candy you manufacture, if it doesn't attract the purchaser it's sale will be limited accordingly.

Garishness does not constitute “Eye Appeal.” A well designed and well colored paper of any type in good taste does.

I have known many cases where designs have been thought up by employees who are not artists and by the very nature of their employment couldn't be. This type of designing without recourse to an artist seems to me to be a lot of lost effort, to the detriment of the sales department.

The large manufacturers of the country have a board of strategy, which usually brings together the sales force and the executive heads of departments to discuss ways and means of improving sales appeal. Among this group around the conference table is usually someone with a natural artistic ability who can suggest a design idea and, if accepted by the rest of the group, have the design executed by an established artist. Some of these firms have their own art departments as well.

There is no reason today why any candy manufacturer should not have the benefit of modern designing.

One large paper manufacturer that comes to mind maintains an art department solely for the candy industry. Their artists are familiar with wrap designing and have turned out some marvelous work. This firm has also spent years in research to develop papers for the industry and has at present the finest chemical laboratory with several competent industrial chemists who are daily trying out new processes for the improvement of candy papers and wraps. This same concern is fully aware of the “Eye Appeal” value of packaging and is being looked to by manufacturers for new ideas in designs and papers.

In summing up my observations, I find that candy in various forms of packaging is more or less bought on impulse. For example: The train rider with an hour or so ride will invariably stop for some candy. An evening trip in the family car with the wife and children will call for the purchase of some piece or pieces of candy. A big percentage is bought by office or factory worker as a dessert, and, last but not least, the movie addict who must have some candy wrapped with a stiff ratty paper on it to annoy those nearby. In almost all these cases you will find that “Eye Appeal” (except in cases of nationally advertised brands) brought about the particular buy.

Bulk candies that are usually taken home to the family are also a result of impulse buying. If it looks well wrapped it sells, and I have this on the authority of several managers of some of the largest retail outlets.

I don't claim to be the last word in the matter of “Eye Appeal,” but over the years I have watched this phase of merchandising develop, and by individual delving have learned that each and every one of us can increase sales by an appeal to the purchaser through what is seen externally.

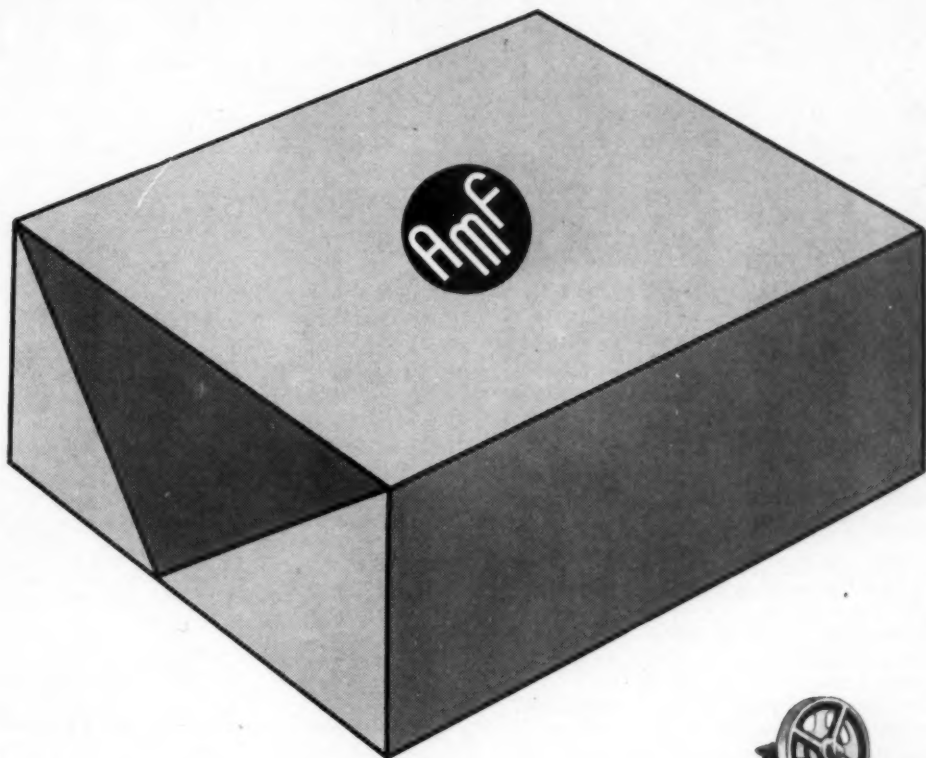
May I in closing use my favorite formulae: *In Packaging—The “Eyes” Have It.*

Dupont Christmas Packaging Display

THE Cellophane Division of E. I. Du Pont de Nemours & Co., New York City, has assembled its annual Christmas Packaging Display in the Empire State Building. It gives a preview of what will be used during the coming holiday season in the way of packaging materials. The display is a sequel to their portfolio, “A Study of Christmas Buying.”

DuPont's “Cavalcade of America,” dramatic radio program, has returned to the air. It will continue to focus attention on contributions to modern life with “Better Things for Better Living, Through Chemistry,” as the theme.

THE ROSE "Eagle" MACHINE



The Rose Eagle Machine is well known to manufacturing confectioners everywhere today and has built an enviable reputation by its amazing accomplishments.

This machine forms, cuts and wraps caramel and other plastic materials at the rate of 350-550 pieces per minute in either transparent cellulose, waxed paper or wax backed foil—adding variety and attractiveness to your products.

Hundreds of these machines are now in daily use giving complete satisfaction in a large number of modern confectionery plants.



A PRODUCT OF

AMERICAN MACHINE & FOUNDRY CO.

511 FIFTH AVENUE

NEW YORK, N. Y.



Section of the Sears Roebuck & Co. Candy Department, including Peggy Kellogg pop corn machine, in the big store below the Sears home offices, Chicago.

14 New Candy Departments in Sears, Roebuck & Co. Western Stores

SEARS, ROEBUCK & CO. recently opened 14 complete candy departments among their Western stores. Entirely new departments were opened in Des Moines, Denver, Salt Lake City, Spokane, Tacoma, Portland, San Francisco, Oakland, and Long Beach.

Candy departments were rebuilt in two stores in Los Angeles, Calif.; also one in Hollywood, San Diego, Pasadena, and Seattle.

The installations were under the supervision of B. F. Young, Retail Candy Merchandising Manager, whose headquarters are at the Sears general offices in Chicago. There are now 70 confectionery outlets in the Sears, Roebuck & Co. stores throughout the country. Their candy business has greatly increased over last year, Mr. Young reports.

Christmas Sales Letter to Customers Sent by Retail Confectioner

"ON the first of December we mail to all our customers, listed on our ledgers, a letter about Christmas gifts and why our candies make the ideal gift," declares Miss Hortense Starek, of Mrs. Snyder's Candy Shops in Chicago, in the September A. R. C. Bulletin.

A replica of the letter is as follows:

"Candy makes an ideal Christmas gift and I am writing you at this time to ask if I may be of assistance in solving your Christmas problems.

"Our candies are celebrated for their purity and flavor; such a combination packed in either the regular candy box or in beautiful make-up boxes, sewing baskets, sweet-meat lacquer boxes, cookie jars, hand painted tins or fancy metal containers will make an ideal present for any member of every household.

"The enclosed price list will assist you in making your selections and you will be relieved of details of packing and shipping as that will be taken care of in our shops; cards will be enclosed as directed and every order will receive special care.

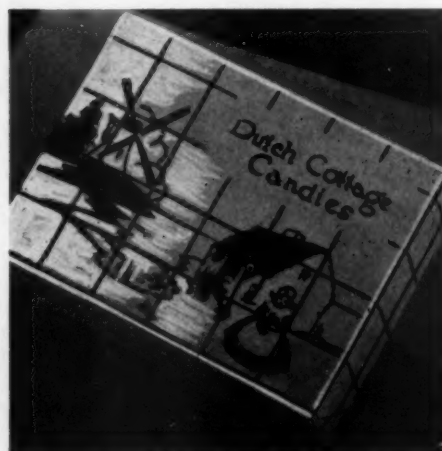
"We shall look forward to hearing from you, and if you will either phone or drop us a line we shall be happy to furnish you with complete data regarding assortments and prices.

"Most sincerely yours,"



The Candex Chart Identifies Contents of Candy Box

Inside the box tops of the Dutch Cottage Candies, featured by the Dutch Cottage Candies Shops in Boston is the above "Candex" chart serving as an index for the convenience of the consumer in identifying the various pieces contained in the assortment. The idea is appealing when one wishes to select a favorite center. The lack of standardization of strings among manufacturers makes an index of the contents especially appreciated by the consumer.



Inside this box lid is an idea appealing to the consumer. The "Candex" chart shown at the top of this page identifies the various pieces in the assortment.

HEART SHAPES

ON

SWEETONE

PAPER

PRODUCTS

for

VALENTINES

EASTER and

MOTHER'S DAY

Samples

on Request

WE are proud to say that, among our customers, are found the names of some of the smallest confectioners in the country, as well as some of the largest. Our aim is to give them all our full cooperation and the benefits of our long experience in making paper specialties for the candy field. You can also enjoy the benefits of lower costs by using **SWEETONE PRODUCTS** run on high speed machines of our own origination and construction.

DIPPING PAPERS
SHREDDED PAPERS
GLOBULAR
PARCHMENT
GLASSINES
WAX PAPERS
EMBOSSED PAPERS
PROTECTION PAPERS

CHOCOLATE
DIVIDERS
BOATS and TRAYS
(Plain and Printed)
CANDY MATS
(Plain and Embossed)
DIE-CUT LINERS
PARTITIONS

**LET US QUOTE ON
YOUR REQUIREMENTS**

(If we are not already supplying same).

GEORGE H. SWEETNAM, Inc. 282-286 PORTLAND ST.
CAMBRIDGE, MASS.

Representatives in: New York, Philadelphia, Detroit, Los Angeles

Points on Printing Your Packages

(Continued from page 53)

factorily than if the original design is "murdered" for the sake of cost. Cheap printing always looks cheap and is a very poor way of trying to tell your consumer that there really is something good inside the package itself.

Embossing is often used to high-light and emphasize the design but when the embossing is overdone it cheapens the package and creates an air of gaudiness, which should be avoided.

The materials used control the printing process which is most suitable. Some of the popular processes are the letter press, lithography, off-set, gravure, etc. In very large runs, offset and lithography are usually employed. Recent developments in deep etched off-set plates make possible very rich effects with this process. Here rough-finished papers can be used in reproducing halftones and full color work.

Letterpress printing is generally employed on smaller runs. Halftone and full color work in this process require coated papers, such as the enamel finish. The letterpress is also used for reproducing line drawings and ben-day plates. These can be printed on antique or rough finished papers.

In regard to color effects, much care should be given to matching the colors of the original drawings. Economies are possible by combining two colors to get a three-color effect by over-printing.

The successful package is a combination of the best

efforts put forth by the manufacturer, the artist, and package printer. By planning ahead in a cooperative fashion, the manufacturer can thus be assured of getting the most for his money in a container or wrapper that will sell.

The click of the cash register tells the story of the success of a package, as well as the merit of the merchandise. Good packaging and quality of the contents are inseparable factors in selling any merchandise in the impulse class like bar candy. Therefore besides quality the manufacturer needs a well designed package.



HANDS across the sea! In old London one sees signs, "Newest Hollywood Styles." "Just received from New York." Here we like the flavor of London, which is brought to us in London Toffee Company's new London Style Toffee and its one-pound package made by Gair. Reproductions of two posters by the distinguished artist, Christopher Clark, R. L. adorn these boxes. The first shows the Horse Guards at Whitehall and the second a scene from the changing of the guard at St. James's Palace. Nothing could be more emphatically London.

IDEAL WRAPPING MACHINES

FAST-EFFICIENT-RELIABLE

CANDY manufacturers both large and small prefer IDEAL WRAPPING MACHINES because they provide the economies of fast handling along with dependable, uninterrupted operation. In use the world over, IDEAL Machines are building a service record that stands unmatched and unchallenged! Our unqualified guarantee is your protection. Two models available: SENIOR MODEL wraps 160 pieces per minute; SPECIAL MODEL wraps 240 pieces per minute. Investigation will prove these machines are adapted to your most exacting requirements.



WRITE FOR COMPLETE SPECIFICATIONS
AND PRICES

IDEAL WRAPPING MACHINE CO.
EST. 1906
MIDDLETOWN, N. Y. - - - U. S. A.

Fine PHOTO ENGRAVING
LINE · HALFTONE · COLOR

DAY AND NIGHT

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ENGRAVING CO., Inc.

409 PEARL ST., NEW YORK • BEEMAN 3-4708

Packaging Machinery Mfrs. Institute November 11-12, Chicago

THE Annual Convention of the Packaging Machinery Manufacturers Institute, Inc., will be held on November 11 and 12, at the Edgewater Beach Hotel, Chicago.

Sales Problems and Policies of the Industry has been selected as the subject of a program for the two-day conference.

The Committee on Program and Arrangements consists of H. Kirke Becker, Peters Machinery Co., Chairman; Charles L. Barr, F. B. Redington Co.; Morehead Patterson, American Machine and Foundry Co.; and Roger L. Putnam, Package Machinery Co.

One of the speakers will be John W. Hooper, Comptroller, American Machine and Foundry Co., who will speak on the Federal Revenue Act of 1936 as it applies to the surtax on undistributed profits.

The Annual Banquet of the Institute will be held at the Edgewater Beach Hotel on Thursday evening, November 12.

New Paper Bag Company

THE new Monoca Bag and Manufacturing Co., Toledo, Ohio, has begun manufacturing printed specialty paper bags. W. N. Morice, Jr., is President of the new firm and Otto Weik, for many years associated with the Thomas M. Royal Co., Philadelphia, and with Milprint Products Corp., Milwaukee, is Vice President and production manager.

New Package Equipment Firm

A NEW candy bar wrapping machine is being perfected by a new firm in Grand Rapids, Michigan, the Automatic Package Machinery Company. Mr. Marshall heads the company.

R. M. Lobell Joins Overland Candy

Sol S. Leaf, President of the Overland Candy Corp., Dietz Gum Co., and March of Time Candies, Inc., Chicago, announces the appointment of Rolfe M. Lobell as General Sales Promotion Manager. Mr. Lobell for many years was Manager of the Sales Promotion Department of Rockwood & Co., Brooklyn. Prior to the above, Mr. Lobell was Sales Manager of the Flatbush Gum Co., and Auerbach & Sons.

In his new position, Mr. Lobell will work closely with J. L. Dietz and E. T. Saxton, sales managers, Mr. Sam Shankman, Production Superintendent, Harry Leaf Sec.-Treas., and Sol S. Leaf, in the development of new bulk and package confections and sugar wafers.

JUMP YOUR SALES

**BREWER
BOARDS**
will do it.

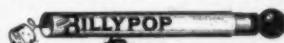
Send for our
Catalogue of
Money
Makers.

CHAS. A. BREWER & SONS
The Largest Board and Card House in the World
CHICAGO, U. S. A.

GOODY! GOODY! GOODY!



APPEALING NOVELTIES FOR EVERY NEED



THOUSANDS OF BOYS AND GIRLS
WILL BE MADE HAPPY AND
YOUR CANDY SALES WILL

BOOM! BOOM! BOOM!

If You Use Our Attractive Toys and Novelties, Because
GOODY PREMIUMS MOVE CANDY LIKE DYNAMITE MOVES MOUNTAINS.

See for Yourself—Write for Samples and Prices.

GOODY MFG. CO., 15 E. 22nd St., Dept. C., NEW YORK, N. Y.

33 Million Potential Juvenile Premium Users Ages 4-15 Years

"SELECTING a premium to appeal to definite age groups and to fit into a specific plan will go a long way toward successful use of juvenile premiums," declares E. Evalyn Grumbine, of *Child Life Magazine*.

There are 33 million children between 4 and 16 years of age in this country. This represents the age groups that respond in greatest volume to premium offers, says Miss Grumbine, who has made a study of the juvenile premium market. The right juvenile premiums are absolutely essential, she believes.

The most active in responding to premium offers are children in the age group of 7, 8, and 9 years, representing about 10 million boys and girls. This is the most active age, and children desire something concrete to show for the things they do. Among their interests is collecting objects of all kinds.

Life Savers Take Up Safety Job

CAPITALIZING upon its unique name, Life Savers, Inc., has started a campaign tying in with the national movement to reduce auto smashups by the creation of metal caution emblems bearing the slogan, "Be a Life Saver—Drive Safely," which is being distributed free to car drivers.

Special crews of young men are being employed in metropolitan areas to present them to motorists.

The product name and the life preserver shape incorporated in the design of the sign lend themselves to advantage in warning drivers against thoughtless driving—at the same time giving the company any considerable free advertising.

Cherry Specialty Company Develops New Merchandising Idea

AFTER having built a large national chocolate cherry business on a wide variety of attractive packages and distinctive names, Cherry Specialty Company was faced with the problem of finding some means of identifying their various boxes of Chocolate Cherries,

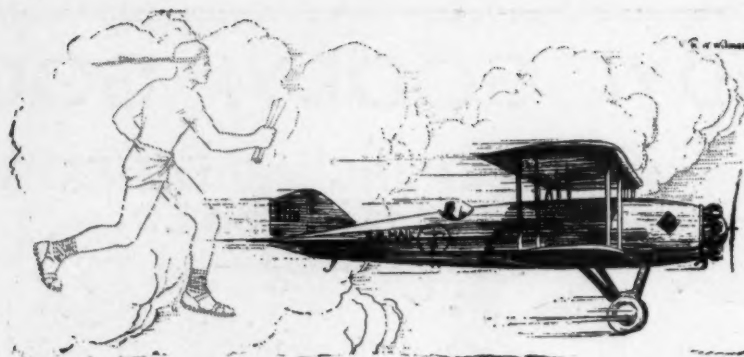


This seal of approval was adopted by Cherry Specialty Co., Chicago, to aid the consumer in identifying their line of chocolate cherries in different packages.

and of bringing the quality of those products to the consumers' attention.

To accomplish that purpose they had designed an identifying mark on the package, a Seal of Approval, which certifies the quality of the cherries to the buyer.

That the idea is effective is evidenced by the fact that test stores showed an average of 126% increase in business where the plan was tried out. An extensive and aggressive sales promotion program is planned by the Company to publicize this new idea.



M. C. MAIL EXCHANGE

WHERE READERS SPEAK THEIR VIEWS AND QUESTIONS ARE ANSWERED

"To Real American Business"

WE can take on more business with our equipment. We can add to our employees. But we must have a reasonable and fair profit on our operations. A profit commensurate with business conducted on a fair, open American basis. There is no aphorism more timely and true—its results more in evidence today and increasing abnormally—than that well-worn one, "Any d—n fool can give stuff away."

Likewise is it true and factious that some of the largest and most affluent concerns are among those who subscribe to this receipt. To their shame they educate their purchasing departments in the "art" (?) of this specious and insidious so-called economy.

The one outstanding and altruistic feature of the N.R.A. was its establishment of the "code of fair competition." We have advocated this for thirty years, with the slogan, "We welcome fair competition." To be sure, even while the N.R.A. was extant, this fine feature was garroted and pilloried by a class of inveterate chiselers by nature, in the face of imputed drastic Federal legal penalties. We recall one clear case of chiseling, strenuously pushed by us with the powers that be—all ineffectual.

Nevertheless, the intention of this beneficent reform was superlatively worthy.

We all know that every concern, yea, every person engaged in business that clicks true to real enlightened and charitable American character and integrity, will, all things being equal, get its or his ample share of uncontaminated business. We mean by that, business not bought by gifts and special favors; business obtained

- 1st: By personality
- 2nd: By dependability
- 3rd: By quality and service.

Smith will have his clients. Jones will have his clients, both A-1 clean gentlemen, different only by the variegated and inimitable psychological interpretations of likes and dislikes in the appeal to diversified human nature.

The code of fair competition may be unconstitutional, but every fair minded, red blooded business man in this great country of ours knows it is right and absolutely justifiable. Only by its ironclad establishment and absolute enforcement will we ever elimi-

nate the deplorable condition existing in our gigantic commercial activities of today.

We must have adequate development of our inexhaustible resources, with a strictly forty-hour week to counteract our technological, mass producing automatic machines. Adopted, our volume of business will double in one year. This will eliminate unemployment,

—GEORGE H. SWEETNAM,
Cambridge, Mass.

Another Short Nougat Formula

INQUIRY: Can you send me a formula or information relative to the making of Short Nougats. —Missouri.

REPLY: The following is another formula on Short Nougats:

SHORT NOUGAT

- 15 lbs. granulated sugar
- 6 lbs. honey
- 18 lbs. corn syrup
- 4 lbs. coconut butter
- 3/4 oz. lecithin
- 20 lbs. frappe
- nuts as wanted

Method: Cook the sugar and corn syrup up to 270° F. Slowly add the honey and again cook to 270° F. Have the frappe in a beater and pour the cooked batch slowly into it, then beat until well mixed. At the end of the beating add the melted coconut oil, in which the lecithin has been dissolved, and add the nuts. Mix only long enough to incorporate the oil and nuts.

Frappe: Cook together 10 lbs. granulated sugar and 5 lbs. corn syrup to 248° F. Shut off steam and without further heating add 5 lbs. corn syrup and 10 lbs. invert sugar. Beat light, with 1 lb. egg albumen that has been dissolved in 2 lbs. water.

Package Maker's Name Supplied

INQUIRY: "Who manufactures a standard Easter box for candy eggs which resembles a regular egg box in style, size, and general appearance?" —New Jersey.

Editor's Note: Makers of this box supplied by letter.

